



backgrounder

June Miller Richards

6 Degrees of June

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june@6degreesofjune.com

[6 Degrees of June Website](#)



6 Degrees of June

*If I don't know you, or you don't know me,
we must have a connection in common somewhere.*



June Miller Richards Biography

June Miller Richards specializes in creating marketing connections, content, programs and experiences that build brands and drive visibility and revenue. Based in Southern California for over 25 years, June has also lived and worked in the New York and Chicago markets, and has conducted business throughout the U.S., Canada, Europe, Mexico, Central and South America, Australia, Asia and Africa. She has a vast network of connections with media, entertainment and consumer products companies of all types, philanthropies, tourism bureaus and governments, and stars and influencers in the fashion, entertainment, style, culinary, home design and arts worlds, making for an eclectic and extensive network.

June's consultancy 6 Degrees of June focuses on strategic integrated marketing planning, partnerships and sponsorships, business development, content creation and management, copy editing and proofreading, program development and oversight, and events development and execution. Current and completed projects and clients include: Media partnerships and advertising for the LA Art Show and Art Palm Beach. Producer of virtual speaker series with tech and media influencers, content writing and editing, and partnership development for ENTITY Academy and ENTITY Mag. Pro bono PR for Teen Cancer America's virtual Tea with Victoria Summer. Copyediting for the book Dolls! Dolls! Dolls! about the making of the movie The Valley of the Dolls by noted entertainment author and screenwriter Stephen Rebello. Event production for Palm Springs Life and The Shops on El Paseo's A Miracle on El Paseo holiday event. Editorial and marketing direction for SoCal Magazine. Marketing collateral development for Desert Charities News. Partnership development for the Hollywood Farmers' Market, Fire It Up Events, COLCOA (City of Light, City of Angels) French Film Festival and Eat. Drink. Read. benefitting the San Diego Council on Literacy. Consumer and travel-trade launch events for Celebrity Cruises' Edge ship. Creation of El Nido Family Centers' Garden Gala annual major fundraiser and a mentorship program for at-risk youth with LA chefs. Fashion and costume design initiatives with Westfield Centers. Marketing, chef-mentor acquisition, consumer cooking class development and copy editing for CASA—the Culinary Apprenticeship School of the Arts. Marketing and events for Angeleno, Yerevan, CSQ/C-Suite Media, Meredith's ReadyMade and the Los Angeles Register. Marketing and PR for Komen LA County and the LA County Race for the Cure. Marketing strategy, content writing editing, partnerships, social media, PR and more for Pez Cantina, Truxton's American Bistro, Recording Connection, La Frite Café, Humphrey Yogart, Vox Lumiere's "Phantom of the Opera," A Woman's Palate wine organization, Singularity University's Summit on the Future of Exponential Technologies and Backstage Pass to the Future @ Fox Studios, the Visioneering conference for XPrize, Proformative, TLT Food, Kate Mantilini, Say Fish Taco, Concierge Diamonds, Deity Jewels, Desk Yogi and Supperclub Los Angeles.

Before launching 6 Degrees of June in 2011, June spent seven years at Los Angeles magazine as vice president of marketing where she was known for developing revenue and visibility-generating programs centered around the award-winning media outlet's content and in partnership with advertisers. Programs that June personally developed include the magazine's now long-running culinary experience The Food Event; Tastemakers, a celebration of LA arts creativity, in partnership with Hollywood & Highland; the Biscuit Lofts design house in partnership with the LA Mart; celebrity chef cooking showdowns in partnership with The Grove and many more. June was part of the task force that developed LAmag.com and oversaw in-house and agency staffs in PR, custom publishing, sponsored content and research. While at Los Angeles magazine she also developed a separate special events arm creating events for such companies as Glaceau, for the launch of the Smartwater glass bottle; ABC-TV for a wrap party for Private Practice and Disney for a Bruce Willis film premiere. June also developed an episode of Top Chef centered around a competition at Los Angeles magazine's "holiday party," which was shot on the Warner Bros. backlot in August, complete with real snow in the summer heat.

June has also held senior-level posts or consulted with Rolling Stone, Movieline and LA Style magazines and with entertainment, retail, shopping center, consumer services and style organizations including Madison Square Garden TV Productions' properties Miss Universe and Miss USA, Two Rodeo, Giorgio Beverly Hills, Petco, Store of Knowledge (the PBS-affiliated retailer), The Broadway, Robinson's, Macy's/Bamberger's, STØR and Forest Lawn Memorial-Parks.

June holds a BA in Journalism from Lehigh University in Bethlehem, Pennsylvania and a certificate in Driving Innovation in Your Company from the University of Southern California's Marshall School of Business, Office of Executive Education. Detailed professional history at [LinkedIn](#) and [6 Degrees of June](#). Writing and collateral samples available [here](#).



Capabilities

Strategic Marketing Planning

Partnership Development

Content Creation, Copywriting + Editing

Media Planning

Special Events + Experiences | Development + Production

Brand Development + Management

Promotion Creation + Implementation

Marketing Collateral Development

Program Management

Community Relations

Detailed professional history at [LinkedIn](#) and [6 Degrees of June](#).

Writing and collateral samples [here](#).



Why 6 Degrees of June + June Miller Richards?

KUDOS

Jennifer Schwab | CEO & Founder, ENTITY Academy

June Miller Richards is a rare breed of consultant that takes pride in her deliverables; contributes to the team and overall culture; and thinks about how to advance the company even when she's not "on the clock." ENTITY sets a high bar when it comes to hiring and June has excelled here in a short period of time. She brought exceptional interpersonal skills to ENTITY which made her a natural in university development as well as Mentor outreach. Within months, we promoted her to the Head the Mentor Network which has been a cornerstone of our brand since 2016. Her natural gifts in working with people, project management, and writing allow her to wear many hats. She's willing to jump in as needed even if it is outside her comfort zone. We are pleased she has selected ENTITY as a place to refine her many talents.

Kelsi Monteith | Executive Director of Communications, Palm Beach Show Group

June was an absolute pleasure to work with for the 2023 Art Palm Beach and LA Art Shows. June and I collaborated on numerous occasions to secure media partners and advertising for our respective events. It was so refreshing to work with someone as organized and communicative as June was.

Cynthia Rose | Regional Marketing Manager, West, Celebrity Cruises

I can't thank you enough for helping me navigate the Leading Edge Mobile Tour waters that lead to FIVE unique and successful events for Celebrity! We could not have done it without you and certainly your expertise in event planning and huge contacts list were major assets!!!

Lisa Carloss | Owner at Mammoth Investments, LLC; El Nido Family Centers Board Member

When we at El Nido Family Centers (an LA-based social services nonprofit) were attempting to design a new style of fundraising event, we hired June. Her wonderful ideas for "what could be" resulted in a truly unique and profitable gala which has become our signature event of the year. For projects in marketing, promotions and events, June brings years of connections and experience, vision, outside-the-box thinking, far-reaching relationships, superb organizational skills and creativity.

Laura Segura | Executive Director, MusiCares

I first met June when she was VP of Marketing at LA Magazine, alchemizing lead into gold. She would miraculously make advertisers and partners happy with creative but boot-strapped projects. She continues her magic now at 6 Degrees of June. If you need a one-stop shop of creativity and contacts, June is your woman.

Kathy Nenneker | Producer, Journalist, Content Strategist

June is a "Connector," one of those Malcolm Gladwell describes in "The Tipping Point" as the people who "link us up with the world ... people with a special gift for bringing the world together." June is a creative, out-of-the-box thinker and I'm happy to recommend her.



Why 6 Degrees of June + June Miller Richards?

KUDOS

Karen Gutierrez | Director of Advertising & Audience Development at Geffen Playhouse

June is a marketing guru and I enjoyed a tremendous marketing partnership with her for many years when she was the VP of Marketing for Los Angeles magazine. Her countless talents, marketing savvy, myriad of contacts and creativity are a marvel and I think it she would be an asset for any organization that simply does not have the staffing to fulfill their marketing wish list.

Stephen Rebello | Screenwriter - Producer at FallRiver Boy Productions

Hey, fellow authors. Are you looking for an excellent and thorough freelance copy editor for your book manuscript? I've got an ace who worked her magic on my next tome. June is a former magazine colleague and has remained a friend for years. When I turned her loose on the new book, she caught some pesky and persistent manuscript errors others had not. I couldn't possibly recommend her more highly, so if you're interested, reach out to her and just hope that she's available.

Jennifer Uner | Strategic Communications Director at LRN

June is a pillar of L.A. media and marketing culture, a mover and shaker who connects dots, opens doors, authors concepts, and accomplishes major projects, productions, and prose to move brands forward. I look forward to working with June again.

Robina Lewis | Group Marketing Director at Taunton Press, Inc.

June was a consummate professional and fantastic boss. She gives clear direction, she's a generous partner, and she has the ability to massage a creative idea to lead it to its full potential. All while keeping a positive attitude, and with a smile on her face. It was a pleasure to work for her.

Derek Alpert | President, Concern Foundation for Cancer Research

June and I worked together for over seven years when she was an independent publicist and during her tenure at Los Angeles magazine. She is an amazing creative professional who knows her field better than anyone. She is honest, straightforward and passionate about her projects, clients and commitments. She has become a great friend and is someone that you can confide in and someone who is a friend for life. We continue to look for projects to work together on and she is someone that I consult with when I am not sure how to proceed. I trust her judgment and know that she will always lead me in the right direction. I feel lucky to have found June years ago and consider her a tremendous friend, confidante and a professional's professional. I truly treasure her knowledge, experience and wisdom.



Why 6 Degrees of June + June Miller Richards?

KUDOS

Karen Gee-McAuley | Principal at Relevance PR

I have worked with June on and off for more than 20 years, as an employee, as a client and colleague. Her boundless energy and creativity, coupled with her extensive relationships in the worlds of marketing, promotions and partnerships enable her to tap into a network and produce the perfect fitting program for her clients. I highly recommend June for anyone looking for out-of-the-box marketing programming.

Devon Kisgen | Former Director Integrated Marketing at Los Angeles Magazine

I had the pleasure of working for June for almost three years at Los Angeles magazine. In this particular profession attention to detail, creativity and relationships are a necessity. June over exceeds these expectations while constantly showing a heightened level of enthusiasm with everyone she works with. She has taught me a lot and without a doubt we all can learn even more from her!

Terry Stanley | Senior Editor, Adweek

There's nothing June can't do. She's a facilitator, she's an idea generator, she's a creative thinker. She's energetic and insightful – she's one of the most dynamic people I know. Anyone who hires June will get a strong collaborator and a skillful networker. Plus, she's a blast. It's impossible not to like her, and that's a mighty rare quality.

Ian Blackburn | Founder, LearnAboutWine.com and BeekeeperCellars.com

June Miller Richards is a legend in Los Angeles. Her enthusiasm, style and warmth invite everyone to get involved and get excited. I loved working with her and benefiting from all the amazing people she surrounds herself with. We did no fewer than a dozen events together and they all had brilliant results.

Linzy Jamba | Team Manager at Aya Healthcare

June has always been a valuable resource when it comes to not only aiding in the development of creative events, but she has also always ensured that the promotions have been smooth and successful from invention to fruition. She is smart, engaging, and won't let anything get in her way when trying to please her clients or get their desired results. It has always been a pleasure working with June in the past and I look forward to maintaining our personal and professional relationship and most of all, I would definitely recommend her for the great work she can do and the fantastic networks she has created.



Why 6 Degrees of June + June Miller Richards?

KUDOS

Carrie Kommers | Director of Communications, Genuine Foods

June Miller Richards and I partnered together regularly during my tenure as the director of dineLA for LA INC. while she served as the VP Marketing for Los Angeles magazine. June is one of those rare individuals who produces in an inordinate amount of results at the highest quality level with a creativity and flair that makes her clients look far better than they'd ever expected. She's innately and intuitively creative when it comes to ideation, problem solving, and creating programming and event concepts that are totally unique, and she has the ability to do this all with an aplomb that most lose the minute the pace and intensity level increases. June's newest incarnation with 6 Degrees of June has put her in the perfect position to put her arsenal of talents and connections to work for others.

Kristin Gabriel-Atwood | CMO/Senior Corporate Communications/PR Executive/Integrated Marketing Communications Pro

June and I worked together years ago as business partners at Miller*Gabriel. She was great then and even better now. We went in different directions with our careers – she forked off to publishing and I took the road to tech but we have reunited to do business whenever possible. She was, and still is, an exceptionally creative, hard working and successful marketer. She cuts through the clutter which is worth gold. She also happens to be an excellent writer and has the upper hand on social media. I recommend her very highly, and hope to work on more projects together.

Suzy Hagtanyan | Owner & Founder of Adam's Garden, LLC | Senior Marketing Consultant

I have the great privilege to work with June again after LA Mag. As of her first day representing Yerevan Magazine, she brought excitement and creative ideas to our re branding efforts and immersed herself in the Yerevan Magazine culture. June is a 110% dedicated to all of her clients and works around the clock to cater to all of their needs. She is a joy to work with and a great team player!

Michael Montanez | Head of Marketing and Ecommerce, David August, Inc.

No one works harder in this industry than June Miller Richards. Always on-the-go, always juggling several projects at once, always meeting expectations and delivering results. She thrives in fast-paced environments and accustomed to deadline-driven assignments. June is very creative and instrumental in devising brilliant promotions. She is well connected and is able to bring together key strategic partners. She's a great leader and an amazing producer with impressive case studies tackled at LA mag. I'm in awe of all that June has accomplished and I believe her clients would say the same.

Recommendations on [LinkedIn](#).



Fireside Chat Virtual Speaker Series with ENTITY Academy

Fireside Chats, a virtual speaker series on Zoom with STEM and media influencers for ENTITY Academy, an EdTech organization focused on upskilling women. Speaker outreach and booking, event development and production, and marketing communications by June Miller Richards.



Washington Post Executive Editor Martin Baron talked to Writer's Collective+ students about thriving in the digital news revolution with Puck's Tina Nguyen



Netflix director of data science and engineering Meghana Bhatt had a lively discussion about fairness in machine learning with TV journalist Stephanie Stanton.



Netflix's Marina Kapralau and Salesforce's Chelsea Dega-Hassler discussed the creativity of UX careers with TechCrunch's Natasha Mascarenhas.



Carla Sticker shared how she traded a Broadway career playing Elphaba in Wicked to be a software engineer and how music and STEM fields are complementary. Stephanie Stanton moderated.

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Fireside Chat Virtual Speaker Series with ENTITY Academy

ENTITY x PUBLICIS MEDIA

FIRESIDE CHAT
HOW DATA ANALYTICS DRIVE MARKETING & MEDIA

SUSAN TSAN
Director, Decision Sciences

Starcom
A PUBLICIS MEDIA COMPANY

THURSDAY
APRIL 28, 2022
2:00-3:00 PM PDT
ZOOM 883 4974 5751

MODERATED BY MERLE GINSBERG
STYLE EDITOR *Los Angeles*

Susan Tsan, director of decision sciences for Publicis Media, discussed how data drives marketing and media decisions with Los Angeles magazine style editor Merle Ginsberg.

ENTITY
WRITER'S COLLECTIVE+
FIRESIDE CHAT

CONTENT CREATION IN THE DIGITAL AGE

DAN PERES
Editor-in-Chief & Associate Publisher
AdAge

MODERATED BY MERLE GINSBERG
STYLE EDITOR *Los Angeles*

WEDNESDAY
JUNE 8, 2022 | 4:00-5:00 PM PT | ZOOM 883 4974 5751

AdAge editor-in-chief and associate publisher Dan Peres talked about content creation in the digital age with the Writer's Collective+. Merle Ginsberg moderated.

ENTITY | WRITER'S COLLECTIVE+
FIRESIDE CHAT

THE 24/7 WORLD OF DIGITAL ENTERTAINMENT JOURNALISM

CHRIS GARDNER
Senior Staff Writer & Rambling Reporter Columnist
THE HOLLYWOOD REPORTER

MODERATED BY MERLE GINSBERG
STYLE EDITOR *Los Angeles*

WEDNESDAY
JULY 20, 2022 | 2:00-3:00 PM PT | ZOOM 883 4974 5751

The Hollywood Reporter's Chris Gardner charted his rise in the 24/7 world of entertainment journalism with Merle Ginsberg.

ENTITY x WOZU
PRESENT

DATA-DRIVEN INNOVATION IN MARKETING

WITH
MARK NGUYEN
SALES ANALYTICS MANAGER AT
CHIPOTLE

MODERATED BY STEPHANIE STANTON,
NATIONAL TV NEWS CORRESPONDENT

WEDNESDAY, AUGUST 11, 2021
3:00 - 4:30 PM PDT
ZOOM MEETING ID:
854 7158 1347

Mark Nguyen, sales analytics manager for Chipotle, talked about data-driven innovations in marketing with Stephanie Stanton.

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Partner with June Miller Richards



Culinary Culture

6 Degrees of June has a long history of showcasing culinary creativity and has created numerous culinary events and marketing programs in Southern California with chefs, restaurants, winemakers and beverage brands.

June Miller Richards with Rivera restaurant's chef/owner John Rivera Sedlar at a tasting of his personal high-end tequila.

Fashion + Style

Los Angeles is home to many names in the fashion industry—from designers, brands, manufacturers and schools, to stylists, costume designers and authors. 6 Degrees of June has created opportunities with the style leaders who make Los Angeles a fashion capital.

June Miller Richards with Emmy®-nominated Mad Men costume designer Janie Bryant at her book signing at the Beverly Center. Los Angeles magazine was the media partner and event co-producer.



Innovator/Influencer Partnerships

6 Degrees of June has developed partnerships with organizations, influencers and innovators that shape our world, in culture and the arts, politics, non-profits, technology and more.

June Miller Richards with President Bill Clinton at the Music Center Speaker Series. Los Angeles magazine was media sponsor of the event; June Miller Richards oversaw the partnership. Select magazine advertisers had the opportunity to hear talks and attend VIP receptions with luminaries such as President Clinton.



WATCH

Events by June Miller Richards

Publicity Video

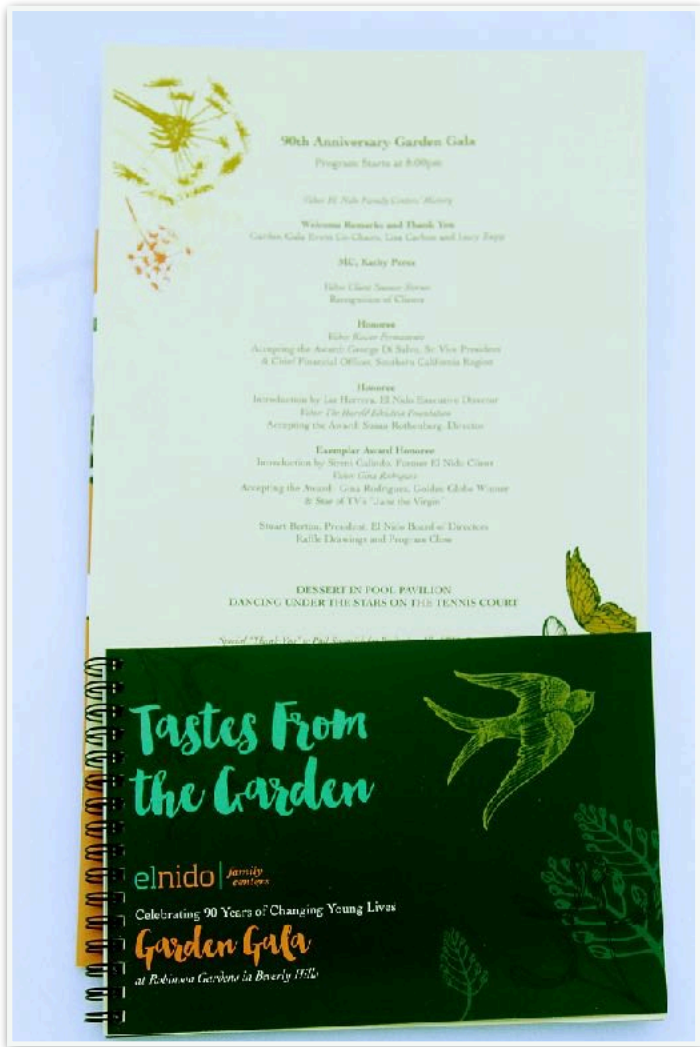


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The El Nido Garden Gala
June Miller Richards created the Garden Gala, a new fundraiser for client LA social services agency El Nido Family Centers, initially to celebrate their 90th anniversary. The Garden Gala, held at the historic Robinson Gardens estate in Beverly Hills, celebrated the youth served by El Nido in the Garden to Table culinary, photography and creative writing programs, demonstrations and bites from top LA chefs, a cookbook, live and silent auctions, entertainment and more.





6 DEGREES OF JUNE

marketing concepts + connections

The El Nido Garden Gala

[Watch the Garden Gala Video](#)





Celebrity Cruises' Edge VIP Launch Event and Mobile Cinema Tour

June Miller Richards produced six events (a VIP press launch plus five consumer and travel trade events throughout the Los Angeles area) to launch the new Celebrity Edge luxury ship.

[Watch the Celebrity Edge Reveal Video](#)





Westfield Centers hosted Fashion DuJour, the lifestyle center's fall national style initiative. 6 Degrees of June created a partnership program with the Fashion Institute of Design & Merchandising (FIDM) and staged exhibitions of Emmy-nominated costumes at Westfield centers in Southern and Northern California.

OVERVIEW

Westfield partnered with DuJour Magazine and FIDM/Fashion Institute of Design & Merchandising to present Fashion DuJour, an exclusive evening of style followed by a five-day fashion exhibit, at Westfield Topanga (Los Angeles) and Westfield Valley Fair (Silicon Valley).

The VIP event in each market treated a private group of luxury shoppers and industry influencers with exquisite food, drink and specialty cocktails, live entertainment, fashion discovery and so much more. Guests gleaned insight from fashion tastemakers during a panel discussion moderated by Marie Claire USA Senior Fashion Editor, Zanna Roberts Rassi; watched emerging designers at work as they constructed red carpet gowns for competition; and explored displays of the best fall fashions and Emmy-nominated costumes. All display elements then remained in-center for a period of five days for the public to enjoy.

Providing unique luxe experiences such as Fashion DuJour and working with key industry partners such as FIDM, Westfield is committed to being a purveyor of haute couture and a foundation of support for both established and emerging style talent.

<p>WESTFIELD TOPANGA</p> <p>VIP Event: October 17, 6-9pm, 350 guests</p> <p>Public Exhibit: October 18-22</p>	<p>WESTFIELD VALLEY FAIR</p> <p>VIP Event: November 1, 6-9pm, 520 guests</p> <p>Public Exhibit: November 2-6</p>
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OBJECTIVES

- Establish credibility amongst luxury retailers
- Reposition both centers to speak to a new luxury customer
- Generate buzz and publicity
- Establish community engagement within the fashion community

2



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ELEMENTS – EMMY-NOMINATED COSTUME EXHIBIT

- Costumes provided by United American Costumes and curated by Mary Rose, Television Academy Board of Governors
- 14 costumes from award-winning TV shows including “Mad Men,” “Downton Abbey” and “Boardwalk Empire”
- Additional set of 7 costumes from “Game of Thrones” (Valley Fair only)



6 DEGREES OF JUNE

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Angeleno
MAGAZINE

THE HOLLYWOOD

**INVITE YOU AND A GUEST TO COME PLAY
THE HOLLYWOOD HOUSE PARTY**

Invite a friend over.
Savor diverse bites, sips, music, styles.

WEDNESDAY, MAY 23 | 7-10 PM

THE HOLLYWOOD CONDOS

6735 YUCCA STREET, HOLLYWOOD, CA 90028
www.thehollywoodcondos.com

FLOOR BY FLOOR...

THE JETSETTER ELIT SUITE

Aidan Demarest's elit by Stolichnaya custom cocktails
Chris Brugler Catering
DJ HOE Henry Eshelman

THE FASHIONISTA ATELIER

3rd Street Station cuisine | Bodega Wine Bar | DJ RICHIE RICH

THE HOLLYWOOD HAVEN

Haven Gastropub +Brewery craft beers, comfort food

RELAX BY THE POOL...

8 pm: Young Fabulous & Broke summer collection fashion show
Hair + makeup by Heaven's Makeup Bar

9 pm: L.A. Roses live

Hydration by smartwater

Event Partner | **HMM**

Happy Hour Mafia co-hosted by Gordon Einstein & Lana Brkic

RSVP to rsvpla@modernluxury.com

The Hollywood House Party

6 Degrees of June created "The Hollywood House Party" for client Angeleno magazine for their real estate advertiser The Hollywood. The house party featured themed living spaces by designer Josh Jackson and In Mode, a live fashion show over the pool (with LA TV reporters as models), food and beverage tastings throughout the building in the designed rooms, and a live rock performance.

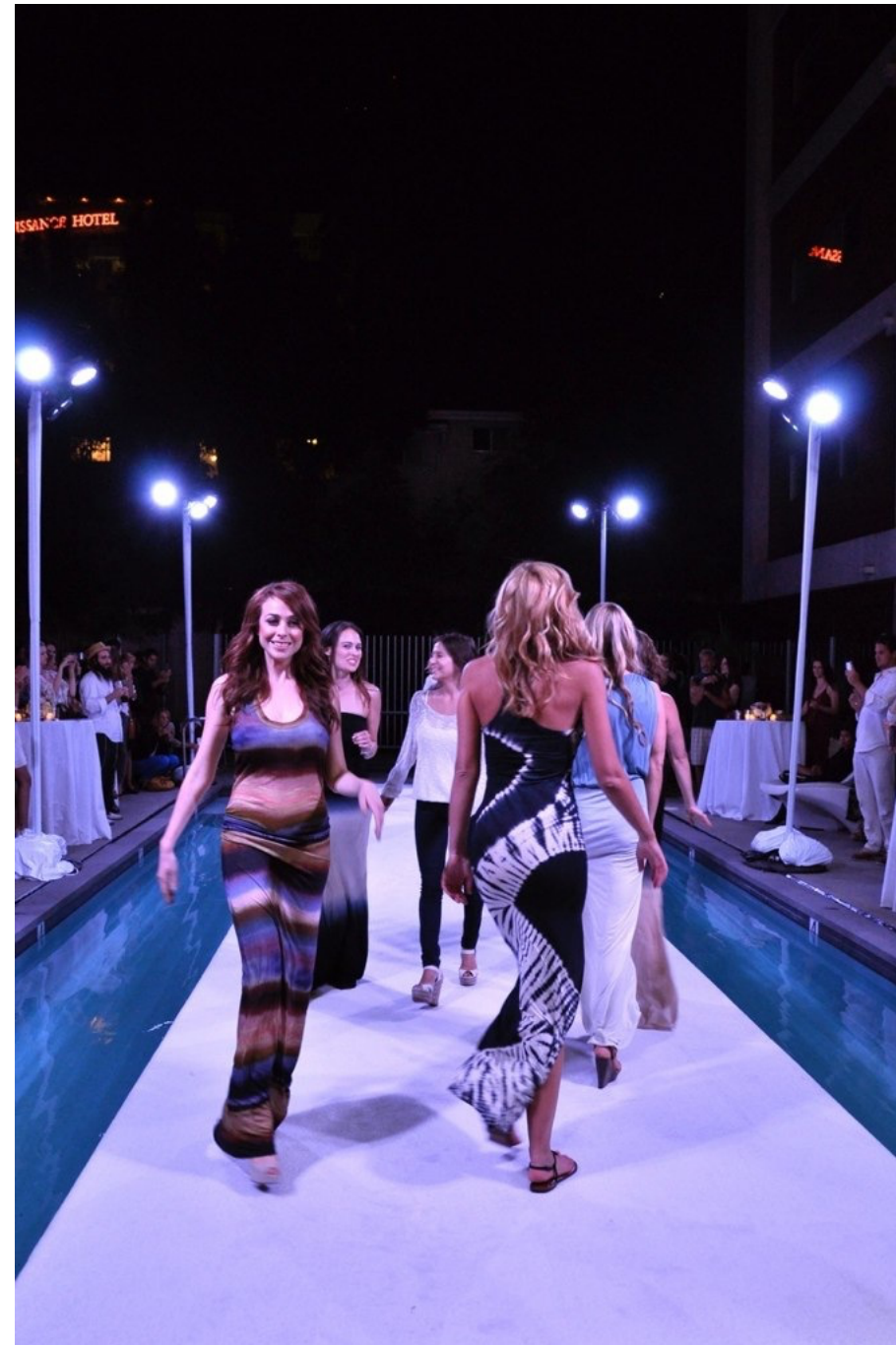
6 Degrees of June created the concept for the advertiser, delivered all the partners and produced the event.

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Models in Angeleno magazine's Hollywood House Party live fashion show were LA-area TV reporters sourced by June Miller Richards.

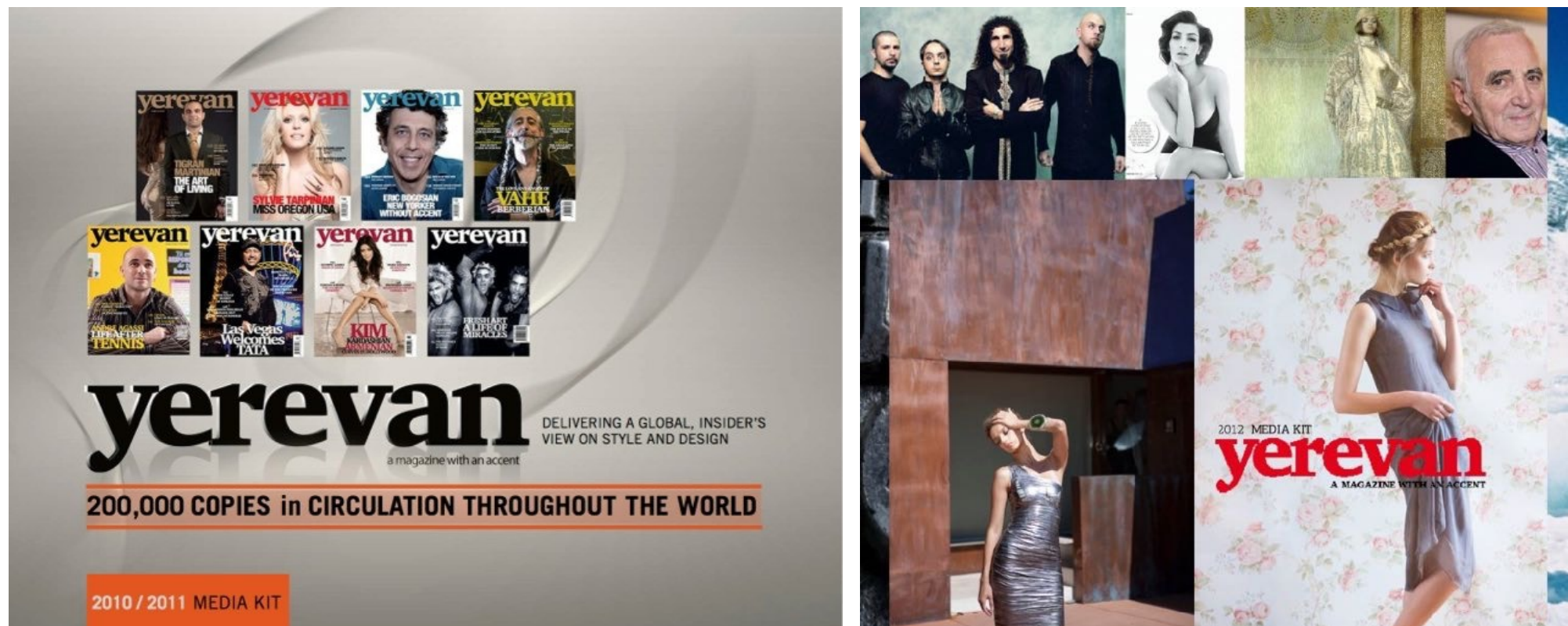




Marketing Materials + Writing Samples

June Miller Richards has developed, written and edited materials including advertising and promotion copy, sponsorship and partnership decks, media kits, brochures, feature and news articles, blog posts, press releases, company backgrounders, bios, advertorials and sponsored content, and more.

The images below are the before and after of the Yerevan magazine media kit that 6 Degrees of June re-created for the national special interest magazine targeted to Armenian Americans; the full kit and other writing samples are available at [Marketing Materials + Writing Samples](#).





Advertising Creative, Negotiation + Placement

6 Degrees of June has spearheaded development of advertising messaging and creative for culinary enterprises, including restaurants and catering companies.
6 Degrees of June has also negotiated competitive print and digital advertising packages for restaurants, non-profits and events.

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Advertising Creative + Placement

we take an unconventional approach to customize your celebrations, corporate events and private parties.

supperclub: celebrate artfully
 for events please contact: events@supperclub.com
 phone: 323 466 1900
 supperclub dinner experience
 one dinner seating. prix fixe. four courses. cocktails. performances.
 reservations a must: 323.466.1900
 6675 hollywood blvd. los angeles
www.supperclub.la

supperclub los angeles

gather your friends. lean back + relax. drink it all in. be mesmerized. savor the evening.

supperclub: celebrate artfully
 one dinner seating. prix fixe. four courses. cocktails. performances.
 reservations a must: 323 466 1900
 private parties too.
 6675 hollywood blvd. los angeles ca. 90028
www.supperclub.la

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 los angeles

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Los Angeles magazine's The Food Event: From the Vine 2010

Our fifth annual culinary extravaganza which also celebrated *Los Angeles* magazine's 50th anniversary and the November "Mexican Food Lovers Guide" issue took place on Sunday, October 24. Over 2,000 guests attended this unique culinary experience at Saddlerock Ranch in the majestic hills of Malibu. The day featured non-stop up close and personal cooking demonstrations and conversations with epicurean experts along with bountiful tastings from local restaurants and wineries. Any foodies dream come true!

Date: Sunday, October 24, 2010

Location and Host Partner: Saddlerock Ranch in Malibu, Home to Malibu Family Wines

Attendees: 2,000 guests including *Los Angeles* magazine readers, food and wine enthusiasts, and VIPs

Philanthropic Partner: Kids Courage Foundation

Sponsors: Snyder Diamond, Sub-Zero/Wolf, Cadillac, smartwater, Karma Tequila, Stella, VeeV

Partners: LearnAboutWine.com, Gelson's, dineLA, Pantages



This year's event menu:

- Demonstration Tent to show off the skills of L.A.'s top culinary masters
- Conversation Lounge featuring panels with the epicurean experts in an intimate setting
- Beer Garden courtesy of Stella Artois, Hoegaarden, and Leffe
- 36 restaurants
- 37 wineries
- 2 food trucks
- Mariachi band from Casa Sanchez
- DJ Richard Blade
- Camels, llamas, zebras, bison and more!



DEMONSTRATION TENT
Hosted by Leo Quinones

1:30pm Rory Herrmann of Bouchon Beverly Hills
2:00pm Laurent Quenieux of Bistro LQ
2:30pm Julian Cox of Rivera (mixology demo)
3:00pm Philippe Chow of Philippe
3:30pm Mark Gold of Eva Restaurant



CONVERSATION LOUNGE
Hosted by Merrill Shindler

1:30pm L.A.'s Beer Scene Panel, moderated by Dine Editor Lesley Bargar Suter
Ryan Sweney - Verdugo Bar, Sully Goat
Jeremy Raab - Eagle Rock Brewery
Brian Lethcoe - Nibble Bill Tabby
Mark Jlig - Craftman Brewery

2:00pm dineLA's Evolution of Dining in L.A., moderated by Director of dineLA, Carrie Kommers
Neal Fraser - Grace, BLD
Piero Selvaggio - Valentino
Halena and Elizabeth An - Crustacean, Triato
Michael McCarthy - Michael's Santa Monica

2:45pm Wine and Cheese Pairing
Ian Blackburn - LearnAboutWine.com
Andrew Steiner - Andrew's Cheese Shop

3:15pm The Public Perception of L.A.'s Food Scene, With Three Top Chef Masters moderated by Dine Editor Lesley Bargar Suter
Govind Armstrong - Boz, Burger Bar
Susan Feniger - STREET, Border Grill
Mark Peel - Campanile



June Miller Richards with Loteria Grill Chef/Owner Jimmy Shaw and the Malibu Golf Club's Beth Neal.

As Los Angeles magazine's VP of marketing, June Miller Richards conceived The Food Event, the magazine's signature culinary experience. She sold in sponsors, developed and oversaw the event's branding and marketing, and produced the now long-running extravaganza at the Saddlerock Ranch and winery in the Malibu hills.



June Miller Richards with Tra di Noi Chef Francesco Velasco (left).

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Los Angeles magazine's The Food Event cont.



Marketing and promotion:

- In-book ads (*Los Angeles* magazine: August, September, October, November)
- Gelson's in-store, newsletter, online, sweepstakes, and receipt tape
- LA Weekly ads
- dineLA.com ads and eblasts
- Email blasts
- 10,000 Promotional postcards
- Facebook, Twitter
- Lamag.com/thefoodevent microsite
- KTLA 5 The CW
- LearnAboutWine.com, Pantages, The Grove, Snyder Diamond, and all other participants promoted as well



Press pre-coverage:

- 100miles.com, CarolineOnCrack.com, ChowBalla.com, DigLounge.net, dineLA.com, EaterLA.com, EdibleSkinny.com, EstarLA.com, Examiner.com, FoodAndWineAccess.com, Gayot.com, Good Day LA, GourmetPigs.com, GreatTasteMagazine.com, GuestofaGuest.com, KikiMaraschino.com, DineNClub.com, Laist.com, LA and OC Foodventures, LAWeekly.com, NBCLA's "Feast", PalisadesPost.com, SavoryHunter.com, ShopEatSleep.com, StreetGourmetLA.com, TastingTable.com National "Best Culinary Destinations", UrbanSpoon.com's Two Hungry Pandas, WineAndFoodTravel.com, WineImbiber.com

Watch The Food Event: From the Vine

Press post coverage:

- 100miles.com, BizBash.com, DeeplyShallow.com, Good Day LA, GuestofaGuest.com, kikimaraschino.com, The Huffington Post, JetSetJen.com, Laist.com, KCRW's "Good Food", LAdineNclub.com, *Los Angeles* magazine's "The Digest", NBCLA's "Feast", Pubclub.com, ShopEatSleep.com, WineAndFoodTravel.com, WineImbiber.com

Highlights and testimonials:

FROM LAIST: "Probably one of the best food events of its kind, this past Sunday food and drink enthusiasts took to the hills of Malibu to experience the annual Los Angeles Magazine Food Event at Saddlerock Ranch."

FROM GUEST OF A GUEST: "We've covered many a food extravaganza but this was indeed 'THE Food Event', covering everything from what to eat with which wines to secrets from the experts to practice at home in your own kitchen."

FROM KCRW'S GOOD FOOD: "LA Magazine's Food Event 2010-- Llamas, Truffles and Pinot, Oh My! The only draw back? Too much to eat and drink and not enough time! Next year we'll be back with a game plan...and maybe a chauffeur."

FROM DIGLOUNGE: "LA Magazine transformed Saddlerock Ranch in Malibu this past weekend into a food and wine lovers paradise. ...it goes on our list as a must attend event. It's well organized, and the grounds are just breathtaking."

FROM PUBCLUB.COM: "This high-end happening – which happens at Saddlerock Ranch in the ultra-scenic Malibu Canyons – is the annual Los Angeles Magazine's "The Food Event: From the Vine." Held for the past five years in late October, it is classy and comfortable, elegant and exciting, tasteful and tasty. This event is about enjoying quality food and drink in an outstanding setting with a sophisticated and tasting-friendly crowd."

FROM WINE AND FOOD TRAVEL: "Even the day's murky weather- chilly, cloudy, and threatening of drizzles- couldn't bring down the rosy vibe of the event. Glasses clinked left and right with locally-crafted beer and wine, and plates upon plates of tacos, ganache, and sliders flourished. It was a full-on Los Angeles feast. Can't wait until the 2011 Food Event."

FROM THE HUFFINGTON POST/JAY WESTON: "In a summer which has been full of interesting and occasionally exciting food events (Concern Cancer Benefit, Taste of Beverly Hills, Puck-Lazaroff's Meals on Wheels, Special Olympics' Pier de Sol, etc.), it is hard to point to one event so unique that I am talking it up to all my confreres... but this past weekend I did attend such a festival... *Los Angeles Magazine's* 5th Annual *THE FOOD EVENT: From the Vine 2010*."

FROM JAFFE ESTATE VIA LEARN ABOUT WINE: "This is one of the best events we have participated in the entire year. The only one that rivaled it was the California Winemasters event to benefit Cystic Fibrosis Research. It was at Warner Bros. in May. Please put us on the list to participate again next year."

BIZBASH

EVENT REPORT | 10/28/10 4:45 PM

In Crowded Tasting Event Field, Los Angeles Magazine Doubles Attendance

Aided the cluster of tasting events all over town, *Los Angeles* magazine's five-year-old program, known simply as "The Food Event," continues to grow. Monday's outing at Saddlerock Ranch drew about 2,000 guests, doubling the previous year's count of 1,000. There were 20 participating restaurants (including the Blue of Stone, The, Shikha, and Birch), two food trucks, 27 wineries, and seven additional sponsor stations—not to mention about 200 event staffers.

"There is a lot of buzz and visibility, some events that are just not very well attended because everyone's just jumping on the food-event bandwagon," said the mag's vice president of marketing, Dan Miller. "It's a credit to us, but visibility is also on TV. It's been made into a TV show and it's on the radio. They have programs. There is a growing restaurant business because they get asked to do something. It seems, every week."

With that said, Richards attributes her event's success primarily to the 30-year-old magazine's history, relationships, and editorial credibility. "A large percentage of people who read *Los Angeles* magazine turn to the dining section first," as well as the all-inclusive class and a growing week-end event that took place last fall. In the city, but in only a manageable spot on some wineries, made from the city's center.



FEAST

FIELD DISPATCH | 10/28/10 02:40 PM

By Carole Dean

Scenes From Saddlerock Ranch in Malibu



Good Food

LA Magazine's Food Event 2010 - Llamas, Truffles and Pinot, Oh My!

October 26th, 2010 | Author: Gillian Ferguson

Last weekend LA Magazine hosted their 5th annual food festival, *The Food Event 2010: From the Vine at Saddlerock Ranch*, tucked away in a Malibu canyon in the Santa Monica Mountains. Amidst grazing zabras (yes zabras) and roaming llamas, Angelenos sipped wine from 30 plus wineries and nosed on bars from the likes of *Agave*. *Eat The Foodie*, *Chains*, *Spot & Wine* and many more of LA's finest. A cloud of fog enveloped us as the day wore on, but a light breeze did not deter the foodies from sipping at *The Lobby* or choosing dipped frozen bananas at *Best Slice*. The only draw back? "Too much to eat and drink and not enough time! Next year we'll be back with a game plan... and maybe a chauffeur." Here's a tour, in photos.





Tastemakers

world-class talent | made in LA

PRESENTED BY

Los Angeles
MAGAZINE

Tastemakers, *Los Angeles* magazine's monthly column by Laurie Pike about style and design innovators, came to life as an ambitious gallery installation of LA creativity...and the brainchild of June Miller Richards. Tastemakers featured a creative collaboration with the Fashion Institute of Design and Merchandising (FIDM), guerrilla art and a search for the "tastemaker of tomorrow"; the hip opening night was deemed by fashion bible Women's Wear Daily (WWD) as "the best party of Fashion Week"—and it technically wasn't even part of Fashion Week.

[Watch Tastemakers](#)

»» Tastemakers

Following an extensive promotional and marketing campaign, the exhibition officially opened to the public on March 19 at Hollywood & Highland Center. A few days later, rave reviews followed, and visitors were blown away by the unique and mind-challenging installations:



Melissa McClure



John Brady and Willard Ford



Douglas Little



Elena Manferdini



Corinne Grassini



Rosemary Brantley/ Otis

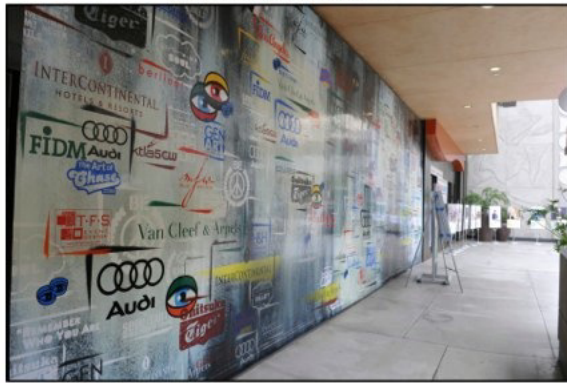


Katy Rodriguez

»» Tastemakers

Sponsorship On-site Visibility:

The Exterior Mural



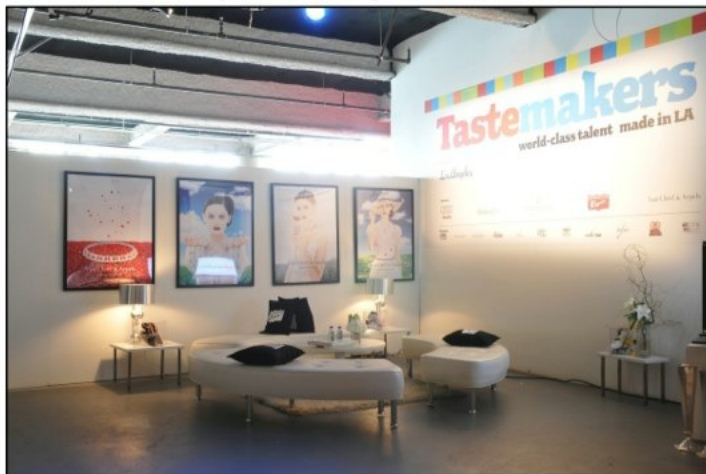
The Jumbotron



Pole Banners



The Indoor Sponsor Lounge and Interior Mural



The Audi Lounge (with Glabman Home furnishings)





Hong Kong Tourism Promotion

When Los Angeles magazine was faced with the challenge of winning business from the Hong Kong Tourism Bureau, June Miller Richards created a unique marketing program with the magazine's partner, the KTLA Morning News.

Hong Kong Tourism had a fabulous trip to give away including business class airfare, 7 nights at a top luxury hotel, ground transport in a Rolls Royce, a culinary tour and spa treatments. Nice. But even nicer was the promotion and product integration they received through the partnership with KTLA, over and above commercial spots that Los Angeles magazine arranged for them at a cost only the magazine (through June Miller Richards) was uniquely able to do due to the close relationship with KTLA.

Here's how the promotion unfolded over a two-week period on the KTLA Morning News:

For the first week, all morning throughout the Morning News telecast, KTLA promoted the opportunity to win the trip. Viewers were asked to write a short essay about why they deserved the trip. Eight semi-finalists were selected.

During the second week, the eight semi-finalists appeared in pairs Monday through Thursday on the Morning News and participated in special challenges such as "dress the anchor," where each blindfolded contestant attempted to put Chinese-inspired clothing on the show's news anchors—the fastest dresser won his or her round. Each subsequent day featured a new set of semi-finalists and a new challenge, resulting in four finalists. Also, throughout each morning all week, 30-second spots ran that promoted Hong Kong Tourism and Cathay Pacific, the participating airline.

On Friday, the four finalists went on the air together and participated in one last challenge: find a Chinese coin in a vat of rice. Whoever found theirs first won the trip! June Miller Richards, representing Los Angeles magazine and Hong Kong Tourism, went on air to help award the prize to the very excited winners.

June Miller Richards was key in driving business for Los Angeles magazine due to a very creative opportunity she personally developed and executed. June's efforts also created extensive promotion for Hong Kong Tourism at a fraction of the cost they could have negotiated by themselves.

Watch the Hong Kong Tourism Promotion with KTLA-TV

6 DEGREES OF J·U·N·E

marketing concepts + connections

PROMOTION

Los Angeles MAGAZINE

and

the HAWAIIAN ISLANDS

present

The Hawai'i Mai Tai Mix-off

Nine of L.A.'s hottest mixologists are recreating this classic cocktail to vie for the title of **Master Mixer**

Starting February 1, visit the bars, taste the Mai Tais, vote for your favorite and **enter for a chance to win a Hawaiian vacation!**

Bar & Kitchen	Alex Day
Caña	Allan Katz
First & Hope Supper Club	Naomi Schimek
La Descarga	Adrian Biggs
Library Bar at Hollywood Roosevelt Hotel	Matt Biancaniello
Playa Rivera	Julian Cox
Tasting Kitchen	John Colthorp
The Edison	Joe Brooke
The Spare Room at Hollywood Roosevelt Hotel	Aidan Demarest

The top 3 readers' choice mixologists will compete live at our mix-off event and the Master Mixer will be crowned by our panel of judges including Steve Livigni, GM of La Descarga, L.A.'s premier rum destination; Caroline Pardilla, Blogger for Carolineoncrack.com; and Melkon Khosrovian, co-founder and spiritsmaker for GreenBar Collective

Vote online and enter to win a chance to attend the finale event. One grand prize winner will receive a trip to the Hawaiian Islands including airfare and hotel for two!

Go to LAmag.com/promotions/maitai for more details



NO PURCHASE NECESSARY TO ENTER OR WIN. Sweepstakes starts 12:01 a.m. PT on 2/1/11 and ends 11:59 p.m. PT on 2/28/11. Open only to legal residents of the following California, USA counties: Los Angeles, San Bernardino, Ventura, Riverside and Orange Counties, who are 21 years of age or older at time of entry. Subject to Official Rules available at www.lamag.com. See Official Rules for complete details and restrictions. Void where prohibited. This prize will be nontransferable and not for resale.

PROMOTION

"EAT, DRINK & BE SHERRY"

TOP CHEF COOK-OFF WITH C.J. AND ANTONIA

September 25
The Park at The Grove
Los Angeles

Los Angeles magazine, The Grove, and the Sherry Council of America teamed for "Eat, Drink and Be Sherry," a tasteful evening of friendly competition between Top Chef contestants Chris "C.J." Jacobson and Antonia Lofaso in the Snyder Diamond/Sub-Zero/Wolf Kitchen hosted by Merrill Shindler and Leo Quinones, 97.1 FREE FM personalities. In addition to the competition where Antonia and C.J. each created a dish with Sherry as the secret ingredient (to finish in a tie!), guests sampled a variety of Sherry wines and enjoyed gourmet bites and mini cooking demonstrations by chefs from The Grove's top restaurants including Hans Goplen from The Farm of Beverly Hills, Olivier Bouillot from Morels French Steakhouse & Bistro, Paul Sidoti from Maggiano's Little Italy, and Anthony Jacquet from The Whisper Lounge. The evening was a pre-celebration for Los Angeles magazine's The Food Event: From the Vine on October 26, the annual culinary event with proceeds benefiting the Los Angeles Regional Foodbank and Concern Foundation.



SHERRY WITH HOLIDAY MEALS



Try Pedro Ximénez over vanilla ice cream

The evening at The Grove celebrated the many varieties of fine Sherry which can only come from Jerez, Spain's oldest winemaking region. The meals of the holiday season provide the perfect opportunity to explore the outstanding flavors that come from pairing Sherry with your favorite foods. A true "food wine," Sherry will bring out the best in traditional holiday dishes. Try a chilled Fino or Manzanilla with your salad and an Oloroso with ham or turkey. Palo Cortado is especially good with game meats like duck or venison. And darker, sweeter Sherries like Cream and Moscatel provide an exciting contrast to a cheese course.

For a dessert that will wow your guests, serve the most intense of the sweet Sherries, Pedro Ximénez, poured over vanilla ice cream or with a piece of dark chocolate.



Top to bottom, left to right: Hosts Merrill Shindler and Leo Quinones; The Grove's server explains the varieties of Sherry; Lisa Mendelson and Natalie Alhonte with The Sherry Council, Antonia and C.J., and Sherry Council's Jean Card; Chef Anthony Jacquet of The Whisper Lounge with Merrill Shindler; Antonia and C.J. finish off their dishes; Antonia's Lamb with Sherry; C.J.'s Foie Gras with Sherry; C.J. sautés with Sherry; Los Angeles Regional Foodbank President Michael Flood, Concern Foundation President Derek Alpert, and Snyder Diamond President Russ Diamond sample at the Judges' Table; Antonia preps for the cook-off

PHOTO CREDIT: REBECCA A. ROTENBERG

These initiatives were created expressly for the Hawaiian Tourism Board and the Sherry Council by June Miller Richards. The Sherry Council's effort began solely as a public relations effort, with product sampling offered for existing magazine events. June Miller Richards converted the opportunity into a revenue generating effort with an event at The Grove and an advertorial paid for by the Sherry Council.

6 DEGREES OF JUNE

marketing concepts + connections

CELEBRITY COOK-OFF AT THE GROVE



Date

Wednesday, May 20, 2009

Location

The Park at The Grove

Approximate # of Attendees

400

Event Recap

Los Angeles magazine and The Grove presented its second *Top Chef* cook-off, featuring a competition between Bravo TV's *Top Chef* contestants Stefan Richter and Betty Fraser. The event was hosted by Zagat editor, Merrill Shindler and Leo Quiniones and highlighted cooking demonstrations and food tasting by three of The Grove's finest restaurants and chefs: Morels French Steakhouse & Bistro, Maggiano's Little Italy and The Whisper Restaurant and Lounge. The evening culminated with Stefan and Betty's cook-off which had the crowd on their feet. The two chefs' dueling words, vibrant personalities, and delicious bites stole the show! Guests complimented their food samples with wine from Malibu Family Wine.



Notable Guests/Speakers

- Bravo TV's "Top Chef" contestants Stefan Richter and Betty Fraser
- Zagat Editor, Merrill Shindler and Leo Quiniones

Sponsors

Snyder Diamond/Sub-Zero/Wolf and Whole Foods

Los Angeles
The Best of LA

glacéau and Los Angeles magazine invite you and a guest to the



smartwater®
glass bottle
launch party

thursday, september 23 7-9pm.

enjoy cocktails, hors d'oeuvres & a special performance by the Aqualillies at 8pm

sunset tower hotel
8358 sunset boulevard west hollywood
complimentary valet parking

Los Angeles EVENTS

please RSVP by monday, september 20 to rsvp@lamag.com
this invitation is nontransferable

Los Angeles Magazine Events – a division developed by June Miller Richards – produced the smartwater glass bottle launch party, held poolside at the Sunset Tower Hotel. Los Angeles Magazine Events won this business (which featured restaurant industry guests) due to relationships with decision-makers in the culinary industry.

[Watch the TV Celebrity Chef Cook-Off](#)

6 DEGREES OF JUNE

marketing concepts + connections

Launch Event for LA.com

The just-launching website LA.com wanted to showcase their connectivity with LA, both classic and contemporary, at their debut party. June Miller Richards created a hip, glamorous look back (set at the iconic Perino's restaurant, right before the structure was to be converted into condos), including entertainment from different eras in LA's history, and custom cocktails and bites from top restaurants, topped off with tie-ins to diverse philanthropies. The result? A packed house and a memorable time had by all.



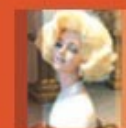
THURS March 25, 2004

You and a guest are invited to the
LA.COM LAUNCH PARTY
 7-10 pm
 Perino's, 4101 Wilshire Boulevard, Hancock Park

RSVP by March 19
 at www.la.com/party or 310.281.6600

glamorous attire
 this invitation is non-transferable

LA.com is the insider's guide to Los Angeles—a first-stop resource on where to go, what to do, what's new, and what's classic. Updated daily, it's an opinionated, trustworthy and filtered guide with insider tips, themed guides and the juicy LA.COM Confidential blog.



Perino's is one of the most glamorous of Old Hollywood landmarks. Elegantly decorated in pink and gold, the fabulous multi-room restaurant was a mid-century hotspot for movie stars, politicians and tastemakers. LA.com's launch will be the last event in this untouched space.



The LA.COM Launch Party benefits these local non-profit organizations:



LOS ANGELES COUNTY AFFILIATE
 SUSAN G. KOMEN BREAST CANCER FOUNDATION
 PRESENTERS OF RACE FOR THE CURE®

The Susan G. Komen Breast Cancer Foundation's mission is to eradicate breast cancer as a life-threatening disease through research, education, screening and treatment. The Komen Los Angeles County Affiliate raises funds and awards grants to organizations throughout Los Angeles County for community-based programs for medically underserved and uninsured women and men.



P.S. ARTS

P.S. ARTS' mission is to restore arts education through quality classroom instruction in visual arts, dance, music and drama, serving children from low-income families attending California public schools. P.S. ARTS programs stimulate critical thinking, problem solving and higher cognitive processes in the arts and academic disciplines.



TREEPEOPLE

Since 1973, TreePeople has worked with the people of Los Angeles – residents, students, government agencies, businesses and neighborhood groups – giving them tools to take environmental action in their backyards and communities. TreePeople is a leader in the sustainability movement, inspiring people of all ages and means to take personal responsibility for their corner of the planet. Together, we're making our way to a healthier, sustainable future.

BITES



NATIONAL BARTENDERS SCHOOL



LIBATIONS



DJs



LIVE MUSIC

by the legendary
 Page Cavanaugh Trio

FLOWERS



VALET

Valet of the Dolls, Inc.®

6 DEGREES OF J·U·N·E

marketing concepts + connections

Spinal Tap Drummer Search for Listen.com

Listen.com wanted a music-themed program to drive page views to their newly launched website (this was in 2000, when music websites were still in their infancy). As the West Coast Marketing Director for Rolling Stone, June Miller Richards created a promotion tied into the DVD launch of "This is Spinal Tap" that included a month's worth of Spinal Tap trivia contests driving repeat visitors to Listen.com, along with a video drummer search. June created the concept and negotiated the tie-in with the studio, and in doing so, enabled Rolling Stone to win a major advertising schedule (19 pages) over other publications.

listen.com
Find your music™

have you got what it takes?*

Go to listen.com and audition to be the drummer for "the world's loudest band."
(No talent required.)

Are you prone to bizarre gardening accidents? Have you ever come close to choking on someone else's vomit? Is spontaneous combustion a risk you're prepared to take? If you answered "yes" to any one of the above, get ready to rock! Go to Listen.com now to discover how you could win a grand prize trip to the exclusive "This is Spinal Tap" movie re-release party, a meeting with the band, exclusive Spinal Tap prizes and more!
(Winner won't actually drum with Spinal Tap, but only because our lawyers don't want any more unexplained casualties.)

THIS IS Spinal Tap

Spinal Tap is back on special edition DVD with sound remixed in Dolby. New stereo on UHS and 5.1 stereo on DDD! Available September 12, 2000.

For more hairy bits on Spinal Tap and This is Spinal Tap, check out these fabulous websites: www.spinaltap.com and www.mgm.com

Listen.com accepts no liability for any injury or liability sustained by the successful applicant, whether by gardening accident, spontaneous combustion, or choking on vomit, regardless of origin. Official Drummer contest begins 7/14 and ends 8/31. Spinal Tap Prize Sweepstakes begins 7/14 and ends 8/27. No purchase necessary. Void where prohibited. Go to Listen.com for official entry details, rules and regulations. This is Spinal Tap ©1984 OCS Sales Company B.V., a subsidiary of Canal+ SA. All Rights Reserved. Design ©1900 MGM Home Entertainment Inc. All Rights Reserved. Distributed by MGM Home Entertainment. ©2000 Listen.com. Listen.com, The Listen.com logo and Find your music are trademarks or registered trademarks of Listen.com, Inc.

*Must be into classical, skiffle, psychedelia and loud rock. Preference given to anyone with middle name "Stumpy." Must be able to play with an armadillo in your trousers.

6 DEGREES OF J·U·N·E

marketing concepts + connections

L.A. Style Fundraiser for the Library Foundation

L.A. Style magazine was well known for its lavish anniversary parties for thousands (free to friends and supporters). Following the LA civil unrest however, it wasn't business as usual. Instead of, as the LA Times put it, "feeding a bunch of not-so-starving writers," June Miller Richards spearheaded the creation of a fundraiser to rebuild libraries torched in the riots. Partners included the Writers Guild (who had supported rebuilding of libraries after the Watts riots) and American Express Publishing. June scoured the city for just the right location – it couldn't be too flashy or look like "too much wealth," and it needed as many elements as possible built in to avoid costs. The event, held at the Museum of Flying in Santa Monica, fit the bill. Friends were called in to donate goods and services, and the Writers Guild put together an auction of Hollywood memorabilia including rare scripts. The event made everyone involved feel proud—it raised money for a great cause, and was totally on brand for a publishing company.

Los Angeles Times

UP ALL NIGHT
KEVIN ALLMAN



Library Benefit Has Plenty of Style

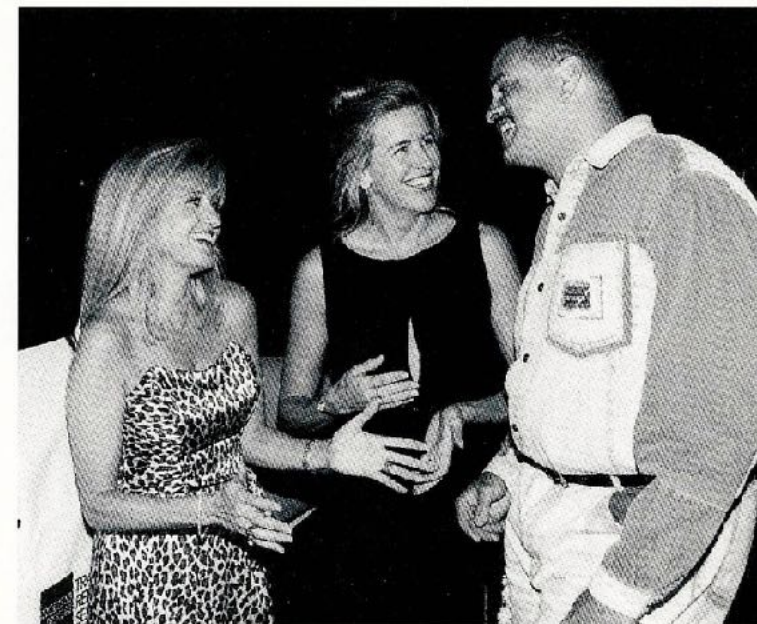
The Scene: "Write Now, L.A.," a benefit for the Library Foundation of Los Angeles, held Friday night at the Santa Monica Airport's Museum of Flying. The party was hosted by L.A. Style Magazine, American Express and the Writers Guild of America West. Funds raised will go to branch libraries damaged or destroyed in the L.A. Riots.

Who was there: Celebrity hosts Sinbad, Michael Gross, Paul Mazursky and Debbie Allen; L.A. Style Publisher Holly Tennyson and Editor-in-Chief Annie Gilbar; Roger Simon of the Writers Guild; city librarian Elizabeth Martinez Smith and a slew of local writers. Tennyson and Sinbad made a celebrity entrance in a small plane for the benefit of the cameras.

Dress Code: Invitations specified "creative black tie appreciated" but, as usual, Angelinos only read the words *creative* and *black*. One man apparently interpreted the instruction to mean, "Oh, go ahead and wear a kilt."

Money Matters: Tickets were \$50, and guests were encouraged to bid on items that included signed television scripts, movie memorabilia, vacation packages and a pair of sequined, vaguely Wayne Newton-ish pants worn by rap star Hammer.

Hot Potatoe: Up for auction were copies of "Murphy Brown" scripts autographed by creator Diane English-- as well as copy of Dan Quayle's speech attacking the fictional unwed mother.



ALEX HERRLNER / For The Times

L.A. Style Editor-in-Chief Annie Gilbar, left, Publisher Holly Tennyson and celebrity host Sinbad gather at benefit for L.A. Library Foundation.

Chow: Food stations dispensed comestibles from some of L.A.'s most popular restaurants, including Citrus, Opus, and Remi.

Favors: A gift bag containing the latest issue of the magazine, two cassette singles, various cosmetic products and an application for a child's library card.

Quoted: Guests seemed to be more interested in talking and eating than in bidding, and Debbie Allen finally had to yell: "Yo! Shut up!" at the crowd. (It didn't work.)

Triumphs: This was L.A. Style's sixth annual bash but the first one for charity. It was nice to see the new leadership at the

magazine opting for a charity fund-raiser rather than just feeding bunch of not-so-starving writers.

Glitches: Lines at the food booths were so long that one guest complained, "It would have been faster just to go to Citrus to eat dinner."

Exit Line: Michael Gross on the items for auction: "I like the Hammer pants, but I don't know whether my wife would let me get away with them. Actually, the lunch with Carl Reiner would be fun, too. Especially if I was wearing the Hammer pants."

JULY 28, 1992

6 DEGREES
OF J·U·N·E
marketing concepts + connections

Write Now L.A.!
L.A. Style Magazine
Library Foundation
Fundraiser

WRITE
NOW
L.A.!

Restoring Our Libraries

L.A. Style
&
American Express Travel Related Services Company, Inc.

Join with the Writers Guild of America, west
To Restore the Los Angeles Public Libraries

Friday, July 24
7:30-11:30 p.m.

Museum of Flying
2772 Donald Douglas Loop
Santa Monica, California

Live and Silent Auctions of One-of-a-Kind Scripts, Hollywood Memorabilia
and Trips to the World's Greatest Libraries

Dining, Dancing and Live Entertainment

Creative Black Tie Appreciated

All monies raised will go to the Library Foundation of Los Angeles
and be placed in a designated fund to restore the riot damaged branch
libraries. Contributions up to \$50,000 will be matched by the
J. Paul Getty Trust. For more information on the
Library Foundation, call 1-800-643-5275.

Evening's Program

7:30 Silent Auction Opens
Second Level

8:00 Sinbad Arrives

The evening officially opens with Sinbad's arrival in a SIAI Marchetti SF.260 Italian aircraft piloted by Stephen Shoop, M.D. Sinbad, Dr. Shoop and L.A. Style Publisher, Holly Tennyson will deliver items for auction in the three-passenger Italian trainer, known for its acrobatic, touring and military training qualities.

8:30 Musical Entertainment
Good 2 Go - Courtesy of Giant Records

9:00 Live Auction

Acknowledgements:

Elizabeth Martinez Smith - City Librarian
Holly Tennyson - Publisher, L.A. Style
Annie Gilbar, Editor in Chief, L.A. Style
Rich Miller - Vice President of Sales and Marketing,
American Express Travel Related Services, Company, Inc.
Del Reisman - President, Writers Guild of America, west
Debbie Allen - Library Restoration Campaign Chairperson

Auctioneer:

Mike Vendetti - Mike Vendetti Auctioneers

Celebrity Hosts:

Debbie Allen
Michael Gross
Buck Henry
Paul Mazursky
Sinbad

10:00 Musical Entertainment
Wendy Moten - Courtesy of EMI Records
Perry White

Tracie Spencer - Courtesy of Capitol Records
Gary Brown - Courtesy of Capitol Records

10:30 Silent Auction Closes



Garden Bazaar: California's Culinary Women

California's impact on the culinary world exploded in the '80s. The Broadway department store's divisional vice president of marketing promotions, June Miller Richards, asked two of America's celebrity chefs and food authorities—both Californians—to create original recipes for Garden Bazaar, an initiative that featured exotic new produce that was just coming to market. The authors of the recipes were Marion Cunningham, food consultant and the author of the revised series of Fannie Farmer cookbooks, along with culinary legend Alice Waters, owner of Chez Panisse in Berkeley and author of the Chez Panisse cookbooks who began the farm to table movement to California in the '70s.


Classically inspired recipes were developed expressly for the initiative. The recipes utilized cooking tools from companies like Cuisinart, Calphalon, Henckels and Krups, and were created using exotic fruits and vegetables from Frieda's, the Southern California-based specialty produce company founded in 1962 by Frieda Caplan (and now run by her daughter Karen Caplan) that helped make purple potatoes and baby bok choy kitchen staples. Then emerging, now-famous chefs like John Rivera Sedlar and Wolfgang Puck did cooking demonstrations and Frieda's produce was sold at in-store farmers' markets. June Miller Richards worked with the store's merchandising executives to sell the program to the housewares industry for cooperative funding and oversaw all of the elements of the initiative—creating the partnerships, developing the cookbook, producing the farmers' markets and in-store events, and supervising all the surrounding marketing and publicity.

Autographed Cover of Garden Bazaar Cookbook by Alice Waters and Marion Cunningham

6 DEGREES OF JUNE

marketing concepts + connections

ASIAN PEAR: A deliciously sweet fruit with roots in Oriental cuisine, crunchy like an apple but juicy like a pear. Irresistible in desserts or salads.



ASIAN PEAR AND CHICKEN BREAST SALAD

The sweet crunch of the Asian pear with the tender chicken breast makes a great salad.


3 bunches of watercress, washed, stemmed and dried	1 cup small inner ribs of celery, sliced
2 cups Asian pears (apple pears) peeled, cored and sliced	1½ pounds cooked chicken breast (smoked chicken is preferable), cut into bite size pieces
1 large firm winter pear, peeled, cored and sliced	2 bunches frisée lettuce, torn into pieces

Mustard vinaigrette; (about 1¼ cups)
 2 tablespoons Dijon mustard
 ¼ cup white wine vinegar
 1 teaspoon salt
 1 cup light olive oil
 1 tablespoon water

In a small bowl, mix the mustard, vinegar and salt. Slowly whisk in the olive oil. Whisk in the water at the end.

Toss 1½ bunches of watercress, Asian pear, winter pear, celery and chicken breast with the vinaigrette, thoroughly. Take the other 1½ bunches of watercress and the frisée lettuce and mix, then place a bed of greens on a large platter or individual serving plates. Divide the pear and chicken salad into six portions and arrange on the lettuce beds.

Serves six.



HENCKELS
 German-made precision cutlery—the surest way to sharpen your culinary skills. To start, two knives in the 4-Star collection with full-tang high carbon stainless steel blades and high-tech handles for a firm grip.

Asian Pear recipe created by Alice Waters and Marion Cunningham

EDIBLE FLOWERS: Fragrant blossoms used for flavor as well as decoration in salads and soups, butters and desserts, an old and charming European custom.



EDIBLE FLOWER BUTTER

Edible flowers offer a wonderful way to enliven a dish: just quickly make a chiffonade with edible flowers at the last moment, and sprinkle them over a salad, a soup, or some grilled fish. Particularly flavorful are rocket, nasturtiums, and rose petals. Combining them with butter makes a richer, more savory garnish.

2 tablespoons sweet butter, quite soft	One squeeze of lemon Salt and pepper
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One handful of edible flowers:
 rocket johnny jump-ups
 rose petals borage nasturtium

The blue borage, johnny jump-ups, and red rose petals give this butter brilliant color at the moment they melt. The rocket and nasturtiums give it the flavor. Chop the flowers carefully into small pieces, and immediately mix them into the soft butter so that they do not discolor. Add a squeeze of lemon, and salt and pepper to taste. Spread on hot toast, garnish a yellow squash or corn soup, or add to a bowl of warm green beans.

Makes four portions.



CUISINART
 The Cuisinart Mini-Mate™ Chopper/Grinder, for the day-in, day-out food prep jobs—like onions, cheese or nutmeg. Easy to clean, easy to store and easy to use, even for delicate tasks like edible flowers.

Edible Flower Butter recipe created by Alice Waters and Marion Cunningham



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