

planning your simcha

A resource guide to make your celebration shine | BY NATALIE JACOBS



In our annual Simcha issue, we cover everything you need to know about planning the perfect Jewish celebration, but this time, we've done things a bit different in order to highlight all of the great vendors available in the San Diego area. We've got everything from caterers and venues to DJs, photographers, decorators and party favors.

Since the Bar/Bat Mitzvah Event Services Association (BESA) has a long history with countless Jewish parties, we turned to co-president Lydia Krasner to provide helpful party planning tips and tricks of the trade throughout the section. You'll find BESA members noted with a **B** throughout this guide.

We hope you'll find the information included in these pages to be a useful starting point for your upcoming party. If you've got ideas that aren't addressed here, feel free to get in touch on Facebook, Twitter or through a letter to the editor. In the meantime, party on!

why use BESA vendors?

1. EXPERIENCE WITH THE CEREMONY:

The Bar/Bat Mitzvah Event Services Association requires that each member complete 75 bar or bat mitzvahs before being eligible for membership. They do this to ensure that the vendors are familiar with the rituals and symbols that go along with these celebrations.

2. FAMILIARITY WITH THE AUDIENCE:

Each vendor brings a high level of experience working with the

Jewish community. They know the delicate balance that is needed to keep three generations happy at the same event and they're prepared to do whatever it takes.

3. IT'S A WELL-OILED MACHINE:

BESA members are used to working with each other in addition to working with the ceremonies. They come to the event with a professional and mutual respect for everyone involved.

venues

B San Diego Marriott Del Mar
11966 El Camino Real
marriott.com/hotels/travelsandm-san-diego-marriott-del-mar
(858) 523-1700

Capacity: 120-420

Room cost: varies by event date and requirements

Advance booking recommended: depends on the season

Outside catering allowed: Yes

B San Diego Marriott La Jolla
4240 La Jolla Village Drive
marriottlajolla.com
(858) 597-6384

Capacity: 80-700

Room cost: none, but food and beverages run \$25-60/person plus tax and service charge

Advance booking recommended: up to a year and a half out

Outside catering allowed: only if full kosher is needed

B Hyatt Regency La Jolla at Aventine
3777 La Jolla Village Drive
lajolla.hyatt.com
(858) 552-6025

Capacity: up to 650

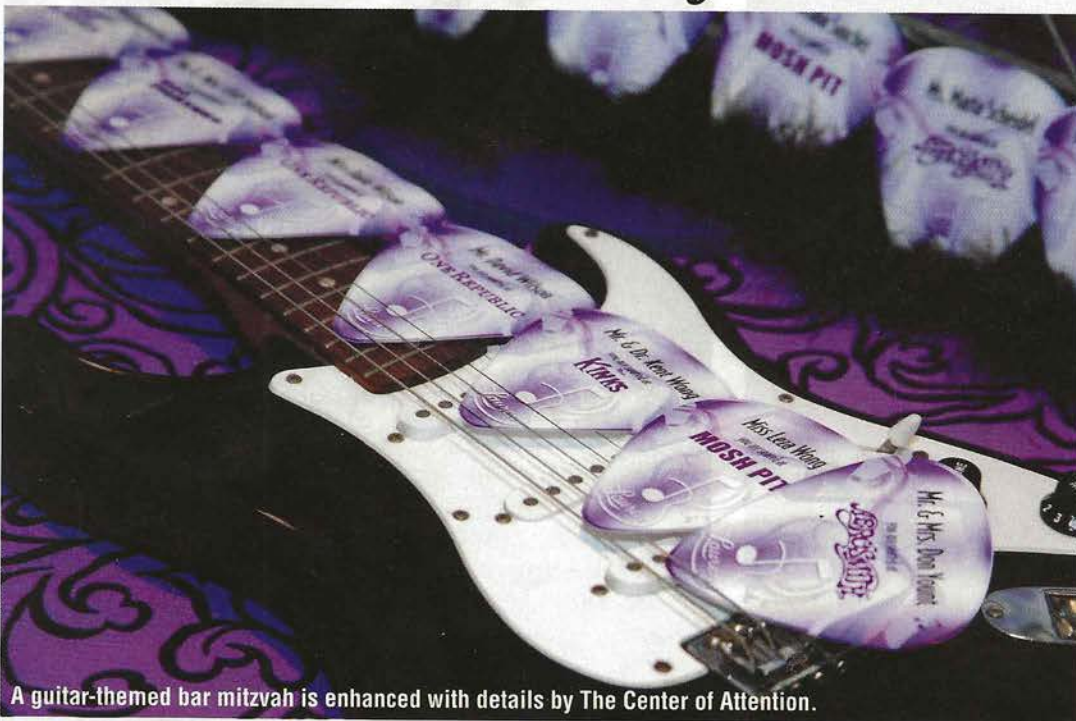
Room cost: none, but food and beverages run \$50-200/person

Advance booking recommended: one year from event date

Outside catering allowed: Yes

B Party Pals
10427 Roselle St.
partypals.com

invitations/decorations/favors



A guitar-themed bar mitzvah is enhanced with details by The Center of Attention.

B Shirley Sharff
ssinventions.com
(858) 675-0509

Products: invitations, tallit, kippot, accessories, simcha scroll

B The Finished Touch
thefinishedtouchsd.com
(858) 342-7774

Products: invitations, accessories, party favors

B Charming Expressions
charming-expressions.com
(858) 674-1664

Products: bracelets, photo frames, flip-flops, necklaces

B Lickety Split Balloons
licketysplitballoons.com
(760) 207-4675

Products: balloons

B The Center of Attention
thecenterofattention.biz

(619)857-5225
Products: décor

B AFR Lounge Furniture
Rentals
afrevents.com
(619) 819-9680

Products: furniture

B Absolutely Fabulous!
abssofar.net
(858) 866-6807

Products: games, lighting, glow products, furniture

B Backdrops Beautiful
backdropsbeautiful.com
(858) 300-2100

Products: digital and static backdrops

B A Little Scene Flip Books
alittlescene.com/bar-bat-mitzvahs
(619) 922-0939

Products: photo flip books

B Chris' Custom Airbrush
airbrushchris.com
(858) 488-7723

Products: airbrush t-shirts

B Create-A-Design at CLONE
createadesign.net
(858) 259-6789

Products: invitations, napkins, iPhone cases, other favors and gifts

B Paper Moment
Papermoment.com
(858) 342-7774

Products: invitations

GloCone
glocone.com
(402) 871-8356

Products: edible cotton candy glow cones

Edible Arrangements
ediblearrangements.com
(858) 792-9100

Products: edible fruit baskets

common mitzvah mistakes:



Eliana Krasner enjoyed every minute of her bat mitzvah with friends.

1. NOT ENOUGH ACTIVITIES FOR THE KIDS

You may have the most well-behaved 13-year-old in the world, but kids will be kids, especially in large groups. Make sure there is plenty for them to do at the party, otherwise they'll find curious ways to entertain themselves. Keep in mind that not all of the kids are going to want to dance, and not everyone will be interested in making bracelets. It's important to have a diverse range of things for the kids to do between the ceremony and meal time.

2. MIND THE RATIO

If you're having a bar mitzvah, it can be easy to come up with a bunch of boys to attend the party, but if you've only got three girls on the list, there's going to be a lot of awkwardness. Mind the ratio of girls to boys so that everyone has someone to talk to.



Invitations/Favors/Judaica/Decorations



B Shirley Sharff

ssinvitations.com
(858) 675-0509

Products: invitations, tallit, kippot, accessories, simcha scroll

B The Finished Touch

thefinishedtouchsd.com
(858) 342-7774

Products: invitations, accessories, party favors

B Charming Expressions

charming-expressions.com
(858) 674-1664

Products: bracelets, photo frames, flip-flops, necklaces

B Lickety Split Balloons

licketysplitballoons.com
(760) 207-4675

Products: balloons

B The Center of Attention

thecenterofattention.biz
(619) 857-5225

Products: décor

B AFR Lounge Furniture Rentals

afrevents.com
(619) 819-9680

Products: furniture

B Absolutely Fabulous!

absofab.net
(858) 866-6807

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Party Trends for 2015

So you want to throw a memorable party but feel overwhelmed about the choices? Follow Lydia Krasner and Patricia Del Rio's advice for a unique party this year.

SWEETS AND TREATS

The candy bar continues to be a popular item with Bnai Mitzvah crowds. If you want to make it really cool, go with a color scheme like all black and white candy or with a style theme like retro sweets and treats.

"Donut bars are big for 2015," says Krasner, who plans 40-45 parties a year. Expect to see smaller, cuter and more unique treats like, "specialty donuts, more unique sundae bars like gelato bars, and even mini macaroons colored to match the event."

FOCUS ON FAMILY

Turns out, a simchas are a family affair after all.

"What we are seeing now is a trend away from having only a kid party and having an intergenerational party instead, with adults and kids coming together to celebrate," Del Rio says.

Kids really do need to be chaperoned, and there's a resurgence of commitment to the Jewish traditions involved in these ceremonies.

MITZVAH PROJECTS

"Families today are incorporating mitzvah projects into the event," in novel ways, says Krasner.

"Book drives and food drives," are also popular.

INTERACTIVE ENTERTAINMENT AND PERSONAL BRANDING

Today's most elaborate Bar or Bat Mitzvim will adopt a personal brand or logo for the child's name, or a party theme that incorporates something about who they are. Decorations, napkins and even the dance floor can be personalized.

UNIQUE PHOTO AND VIDEO OPPORTUNITIES

Most parties now include some type of video montage of the child and his or her family. Which brings us to the last on our list of trends - photo ops! Throw on some props, ham it up in front of the green screen, photo booth, glow booth (pictures are taken at a slower shutter speed) and get your instant photomontage on the spot. Another new trend is something called the "Selfie Mirror" from a local vendor called Payton Classy Event Group, and Krasner tells us that "entrance videos" are starting to hit the party circuit too.

FINAL THOUGHTS

We realize that party planning can be a stressful time for families and parents, which is why we offer this final bit of advice: stay focused on what's most important to you. Bigger doesn't mean better. The rite of passage matters most. Set your budget, clear up expectations and plan a party that fits your family above all else.

event planners

Hire a pro to help you with all the details for your next party. Remember, they do this every weekend!

Mitzvah Event Productions
mitzvaevent.com
(619) 548-3485
Years in Business: 20

The Party Link
thepartylink.net
(619) 464-3800
Years in Business: 16

Sherrill Kinsler Events
sherrillkinslerevents.com
(858) 647-1644
Years in Business: 21



BAGELS & SANDWICHES SO GOOD THEY'RE TO LIVE FOR!



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Let us cater your next event



10% OFF
on any purchase of \$20 or more

BOARS HEAD HEADQUARTERS

All sandwiches made with boars head meat & cheese

SidNY's Deli

858-674-1090
11981 Bernardo Plaza Dr.
Rancho Bernardo
Von's Shopping Center
OPEN 7 DAYS A WEEK AT 7AM

FIVE ★★★★★ ENTERTAINMENT!

Jacquelyne Silver, that sparkling and witty mistress of piano, will make your special event **PERSONALIZED** and **MEMORABLE**.

★ BIRTHDAY BIOGRAPHIES ★

★ ANNIVERSARY FESTIVITIES ★

★ CORPORATE EVENTS ★



A Juilliard graduate, Jacqui worked with Leonard Bernstein, Luciano Pavarotti, at Carnegie Hall, and on Broadway!



Jacqui also has a teaching studio for both piano and voice, and is an award-winning professor of music, who welcomes her students, both children and adults, with her special teaching techniques.

CALL OR EMAIL JACQUI FOR YOUR NEXT HAPPENING!

858-412-5858 • jsilver@san.rr.com