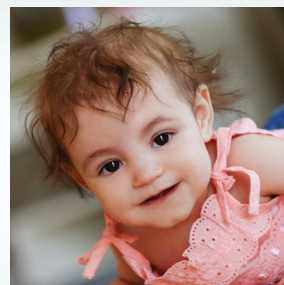


SIMCHAS



JEWISH CELEBRATIONS IN GREATER PHILADELPHIA

A SUPPLEMENT TO THE **JEWISH EXPONENT** | MARCH 23, 2017



Experience Luxury in the Newly Refined Hilton Philadelphia



After a \$15 million dollar complete hotel renovation...
Experience Philadelphia's most breathtaking new Ballrooms, Grand Lobby and Guest Rooms.

Let our event specialists create an experience that you and your guests will remember forever.

267.969.3001 Catering Sales

HiltonPhiladelphiaCityAve.com



Glatt Kosher available on premises.

Hilton
Philadelphia City Avenue
4200 City Avenue
Philadelphia, PA 19131



Exquisite Venue
Extraordinary Service
Timeless Tradition



*Discover the region's most spectacular
venue for all occasions.*

**American Culinary Federation:
Achievement of Excellence Award Winner**

Call us today to create the experience of a lifetime.

484.238.1800 | sales@sheratonvalleyforge.com

SheratonValleyForge.com | 480 North Gulph Road | King of Prussia, PA 19406



Sheraton®
Valley Forge
HOTEL



EAT. DRINK. PLAY. WATCH.®

10% OFF YOUR SPECIAL EVENT

PHILADELPHIA MILLS • 215.632.0333

Promotional. EXPIRES: 06/01/2017. Blackout dates may apply. Offer Valid ONLY with Special Event bookings. Buffet must be included in event package. Revenue minimum required. Minimum of 20 guests. Offer must be referenced at the time of booking and coupon must be surrendered at time of redemption and may not be photocopied or duplicated. Minor policies vary by location – please check www.daveandbusters.com/locations for details. Not valid with any other offers. Offer may not be used for credit or refunds for past or future events. Not valid with any other offer. NOT FOR RESALE.

www.daveandbusters.com



FREE \$20 GAME PLAY WITH PURCHASE OF \$20 GAME PLAY

PHILADELPHIA MILLS • 215.632.0333

Promotional. EXPIRES: 6/01/2017. Present this coupon at Front Desk to redeem. Limit one coupon per customer. Barcode valid for one use only. Minor policies vary by location – please check www.daveandbusters.com/locations for details. Not valid with any other offers, including Eat&Play or Eat,Play,Win Combos, Half Price Games Wednesdays or any Half Price Game promotion. Not valid with Special Events Packages. Coupon must be surrendered at time of redemption and may not be photocopied or duplicated. Non negotiable. Power Card activation fee is \$2. (\$3 Times Square). NOT FOR RESALE.



400002495 06012017



26

- 8** The Big Splurge: Some Ideas for Making an Event Splash
BY PETER KEY
- 14** Top 5 Money-Saving Tips for Your Big Event
BY LIZ SPIKOL
- 18** Tales from the Party Planner's Crypt
BY JON MARKS
- 22** Graduations Aren't Just for Big Kids Anymore
BY PETER KEY
- 26** Event Expos Offer One-Stop Shopping for Those in Planning Stages
BY PETER KEY
- 29** Wedding Trends for 2017
BY KEVIN WALKER
- 31** Turning 13 Again: The Adult B'nai Mitzvah
BY MARISSA STERN
- 33** Is Bracing for a Change the Best Idea?
BY RACHEL KURLAND



Contemporary Sophistication in the Heart of Philadelphia

Let the champagne flow. Luxury meets sophistication in the heart of downtown at The Westin Philadelphia, featuring sparkling chandeliers, traditional crown molding, and Italian marble flooring combined with warm inviting décor. Flexible and accommodating, The Westin Philadelphia's versatility is prepared to handle every aspect of your event, from cocktail hours to personal get-togethers and large-scale receptions.

To reserve your wedding date, contact Jim Weber at (215) 640-8575 or via email at jweber@westinphila.com.

THE WESTIN PHILADELPHIA

99 S. 17th Street
Philadelphia, PA 19103

T +1 215.563.1600
F +1 215.567.2822
westin.com/philadelphia

THE WESTIN
PHILADELPHIA

spg.
Starwood
Preferred
Guest

©2016 Starwood Hotels & Resorts Worldwide, Inc. All Rights Reserved. Preferred Guest, SPG, Westin and their logos are the trademarks of Starwood Hotels & Resorts Worldwide, Inc., or its affiliates.

JEWISH EXPONENT

2100 ARCH STREET, PHILADELPHIA, PA 19103
MAIN PHONE NUMBER: 215-832-0700

PUBLISHER'S REPRESENTATIVE/
GENERAL MANAGER
STEVEN ROSENBERG

EDITOR-IN-CHIEF
JOSHUA RUNYAN

MANAGING EDITOR
ANDY GOTLIEB

NEWS EDITOR
LIZ SPIKOL

SENIOR STAFF WRITER
JON MARKS

STAFF WRITERS
RACHEL KURLAND
MARISSA STERN

PRODUCTION DIRECTOR
JENI MANN

ART/PRODUCTION COORDINATOR
LONNA KOBLICK

GRAPHIC DESIGNER
STEVE BURKE

DIRECTOR OF SALES
SHARON SCHMUCKLER

ADVERTISING REPRESENTATIVES
SUSAN BARON
BROOKE KEYSER
TAYLOR ORLIN
BRUCE WARTELL

CLASSIFIED SALES
NICOLE MCNALLY
JILL RAFF

DIRECTOR OF
BUSINESS OPERATIONS
CHERYL LUTTS

FINANCE ASSISTANT
MARIE MALVOSO

SUBSCRIPTIONS
JUNE HAMILTON



Jude Plum with Kristin D.
shown wearing her wig

SURVIVING HAIR LOSS IN STYLE

"The anxiety surrounding losing my hair was put to rest when I saw what a natural look and feel the wigs at Jude Plum have. The staff helped me feel extremely reassured and comfortable during this difficult period. I would recommend Jude Plum to anyone in need of an understanding, experienced, and compassionate salon!"

Jude Plum Co.
www.JudePlumSalon.com

*Natural European hair wigs and hairpieces
for Men, Women, and Children*

610.527.1770

821 W. Lancaster Avenue, Bryn Mawr, PA 19010



THE BEGINNING OF
SOMETHING
BEAUTIFUL

 Elizabeth Johns

www.elizabethjohns.com (610) 649-8100

46 ST. JAMES PLACE ARDMORE, PA 19003



Franklin Institute allows couples to get married in its Fels Planetarium

Photo provided

THE BIG SPLURGE



SOME IDEAS FOR MAKING AN EVENT SPLASH

PETER KEY | JE FEATURE

Outdoor weddings can be beautiful. But they also can be at the mercy of the weather.

If you're willing to shell out a few shekels, however, you can get married under the stars and still be inside. In fact, you can choose the stars you get married under.

That's because the Franklin Institute allows couples to get married in its Fels Planetarium, which is the second-oldest planetarium in the country.

The Philadelphia-based science museum hosts about 40 weddings a year, and Gina DeGiovanni, its event manager, said many are in the planetarium.

"You get to have your own star fields ... projected on the dome overhead," she said.

Renting a venue like the Franklin Institute is just one thing you can do if you're ready, willing and able to splurge on an event.

See Splurge, Page 10

Let's get this party started!



— Bala Cynwyd —

Gabriellebala.com



Elena DoVale Trunk Show
at G-Lizzy May 7th
Call now for your appointment



200 Monument Road • Suite 9
Bala Cynwyd, PA 19004

Enter on Righters Ferry Rd

610.668.2801

HOURS: Tuesday - Saturday 10-5, Sunday 12-4

No Appointment Necessary!



gladwyne PHARMACY



Ask about our New Product



- Prescriptions
- Health and Personal Care Items
- Cosmetics
- Greeting Cards
- Salon Quality Hair Products
- Travel Items
- Medical Equipment
- Home Delivery
- State Licensed Immunizations

We accept most 90 day prescription plans.



The Shoppes at gladwyne

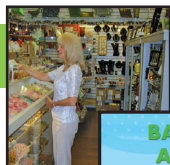
Invitation and Card Shoppes

- Personalized Stationery
- Weddings
- Bar & Bat Mitzvah
- Birth Announcements Parties
- Calligraphy
- Printing System on Premises



The Gift Shoppe

- Baby Boutique
- Boutique Candy
- All Occasion Gift Baskets
- Hostess Gifts
- Jewelry
- Party Essentials



352 Righters Mill Road, Gladwyne, PA 19035

Phone

Fax:

610-649-1100 | 610-649-4850

www.gladwynepharmacy.com

Public domain



Of course, “splurge” is a relative term. When the now-defunct Advanta was flying high last decade, its Fort Washington-based CEO, Dennis Alter, hired Elton John to perform at his birthday party. You’re probably not going to do that.

Splurge

Continued from Page 8

Of course, “splurge” is a relative term. When the now-defunct Advanta was flying high last decade, its Fort Washington-based CEO, Dennis Alter, hired Elton John to perform at his birthday party.

You’re probably not going to do that. But if you have a big budget, there are many ways to make an event unforgettable, regardless of whether it’s a wedding, birthday or mitzvah.

One way is to give your event a theme.

For example, Conshohocken-based Exceptional Events did an event with a Philadelphia theme that featured the treats you might expect — soft pretzels, Tastykakes, Goldenberg’s Peanut Chews — and Wawa coffee to wash them down.

Thanks to a healthy budget, however, the company was able to add some larger features that were also Philly-related.

“We had an Eagles tailgating truck as guests arrived, had professional athletes on-site to sign autographs and, of course, the Mummies are always fun, and they came and did a little number,” said Exceptional Events’ owner Stacey Kesselman.

Jennifer Lawn, the proprietor of Perkiomenville-based JL Original Designs, said her company provided Middle Earth decor for a Tolkien-inspired wedding.

“It was probably my craziest wedding,” she said.

The bride, groom and guests all came dressed as characters from *The Lord of the Rings* books and movies, Lawn said.

“It was cute to see the official up there not in [Middle Earth] garb,” she said.

For a Valentine’s Day wedding featuring a bride whose favorite movie was *Beauty and the Beast*, JL Original Designs held the event in a black theater turned into a rose garden lit in red. The company used special lighting plates to project images of roses on the walls, Lawn said.

Another interesting JL Original Designs wedding had a bride and groom who were Goths. The bride wore black, in keeping with the subculture, but her and the groom’s favorite color was orange, leading the company to come up with an unusual idea for centerpieces.

“In the middle of [each] table was an aquarium full of goldfish,” Lawn said. “The guests had to take them home at night in a bag.”

Bar Mitzvahs typically have more mainstream themes, but even those can result in lavish events.

For example, Adam Weitz said his Southampton-based



Goldfish: 9george; goth bride: olgaecat/iStock/Thinkstock.com

See Splurge, Page 12

Creating Dream Events For Over 100 Years

*Newly
Renovated
Ballroom!*



A historic clubhouse with old world charm, Philmont Country Club is the perfect venue for your dream wedding, bar/bat mitzvah, rehearsal dinner or shower.

Philmont offers a grand lobby and Brazilian hardwood porch, a charming red brick patio overlooking an Olympic-size swimming pool, and an elegant Grand ballroom for dining and dancing for up to 330 guests.



PHILMONT COUNTRY CLUB
Est. 1906

301 Tomlinson Road
Huntingdon Valley, PA 19006
215-947-1271 #124 • www.philmontcc.org

Splurge

Continued from Page 10

events company, A Sharp Production, recently did a Bar Mitzvah with a Super Bowl theme. That, he said, is a theme that's easy to spend money on, depending on how authentic the people paying for it want to get.

One place to start is with centerpieces. When a client gives the go-ahead, Weitz said, A Sharp Productions will use real National Football League helmets for their bases.

To give the event an additional air of authenticity, he said, each guest can be given an actual NFL jersey and someone can be hired to press the guest's name and the number of his choice on it.

One recent Super Bowl-themed Bar Mitzvah, Weitz said, had a 30-by-50-foot image of the inside of a football stadium, "so every time we took pictures, it looked like they were in a stadium."

Other nice touches can include staffers dressed as referees; goalposts with footballs suspended in the air above; a ticket booth will a "will-call" sign where guests can pick up "tickets" resembling Super Bowl tickets; an echo effect, so when guests are asked to pick up "tickets," it sounds like their names are being read by a public-address announcer in an NFL stadium; an entrance lined with women in realistic cheerleaders' outfits or actual NFL cheerleaders who cheer each guest's entrance; and carbon dioxide cannons that blast fog when the Bar Mitzvah boy walks in.

"If it's offseason, or it's during a day that doesn't require a ballplayer to be in training, you can have an NFL player signing autographs during the cocktail hour," Weitz said.

If making a venue look like an NFL stadium isn't enough for you, you can hold your event in an actual NFL stadium.



One recent A Sharp Production Super Bowl-themed Bar Mitzvah had a 30-by-50-foot image of the inside of a football stadium, "so every time we took pictures, it looked like they were in a stadium."

Photos by A Sharp Production

www.ireevent.com
www.zcandybar.com
610.668.1480
610.668.1481
306 Levering Mill Rd.
Bala Cynwyd, PA 19004

Party with Confidence!

CANDYBAR

THE GOOD LIFE
PUBLISHES
MAY 18 • AD DEADLINE APR. 28

TO RESERVE YOUR AD
contact Sharon Schmuckler
call 215-832-0753 or email
sschmuckler@jewishexponent.com

JEWISH EXPONENT



Lincoln Financial Field offers a variety of spaces and features, as does Citizens Bank Park, where you can get tours of the dugout and clubhouse areas, walk the bases during baseball season and have your party crashed (possibly a little too literally) by the Phillie Phanatic.

For the more culturally minded, the Philadelphia Museum of Art handles a wide range of events, offers catering by restaurateur Stephen Starr's STARR Events and provides tours of whatever exhibitions it's hosting at the time of the event.

Jose Garces' catering company handles events at the Philadelphia Orchestra's current home, the Kimmel Center, which offers seven venues, including the rooftop atrium Hamilton Garden; the Lounge, with its outdoor balcony overlooking Broad Street; and the Academy of Music Ballroom.

And, of course, there's the Franklin Institute, which hosts Mitzvahs as well as weddings. DeGiovanni said one family that held a Bar Mitzvah there had visited Israel and went with an Israeli marketplace theme for the event's cocktail hour.

"Instead of projecting stars, we projected imagery from Israel [on the planetarium's ceiling] to really give people the impression that they were in a different place and time," she said.

The institute also can put images, including videos, on the four 16-by-9-foot screens in the corners of its Franklin Hall.

For one Bar Mitzvah, DeGiovanni said, the family had a video made to look like a Nike commercial that featured the Bar Mitzvah boy playing tennis with his dog.

"It looked like a legitimate Nike commercial that had the dog wearing the glasses and the special effects," she said. ●



The Franklin Institute hosts Mitzvahs as well as weddings. They can put images, including videos, on the four 16-by-9-foot screens in the corners of its Franklin Hall or project imagery on the Fels Planetarium ceiling (below).



Phillie Phanatic: Terry Foote/Wikimedia; Franklin Institute photos provided

WE'RE UNIQUE! COME OUT AND SEE WHY!



- *Unique, Historic Venue*
- *Available for Weddings, Parties, Fundraisers, Corporate Events and More*
- *Indoor/Outdoor Ceremony & Reception Areas*
- *Picturesque Landscape*
- *On-site Event Consultant*
- *Magnificent Photo Backdrops*

WEST LAUREL HILL



610.668.9900
www.westlaurelhill.com
 225 Belmont Avenue, Bala Cynwyd

William A. Siekel, F.D., Supervisor, West Laurel Hill Funeral Home, Inc.



TOP 5

MONEY-SAVING TIPS FOR YOUR BIG EVENT

LIZ SPIKOL | JE STAFF

It was 1980 and I was new at school. I wore purple my first day, because everyone liked purple, and I tried to be friendly without looking desperate.

The new-kid anxieties ratcheted up several notches, though, once Bar Mitzvah season kicked in. Would a new kid get invited to the parties? If I did, what would I bring as gifts? And what would I wear?

I needn't have worried. Back in those dark ages, Bar Mitzvah parties were decidedly less extravagant than they are today (and less inclusive). With the exception of Sandy P.'s *Star Wars*-themed party, most of the post-Mitzvah celebrations were *not* themed; some even took place — without the aid of DJs or emcees! — in synagogue basements or private homes. No one cared about what I brought or what I was wearing. Whew!

Nowadays, as you see from the splurges featured on page 8 of this issue, religious rites of passage are heavy on the bling. And

that's just the beginning of the pressure. After the Bar or Bat Mitzvah comes the sweet 16, homecoming dances, junior and senior prom, graduation from high school and college, the engagement soiree, the wedding, the baby shower, the first-birthday fête ... and on and on it goes. The circle of life, etched in deliciously sugary icing.

And while each one of these seminal events would ideally be marked in exquisite style and in dream-like settings — an all-expenses-for-everyone-paid destination wedding on a pristine beach in Mustique, let's say — spending so liberally is not always an option.

Even so, there are many ways to have a wonderful event while



Top: Vstock LLC/Thinkstock.com; above: Wavebreakmedia Ltd/Thinkstock.com

being financially prudent. If you want a Swarovski-encrusted custom-made tux for your ring-bearer beagle, you might want to look somewhere else. But if you're looking to have a lovely event without breaking the bank, see below.

1 DO IT YOURSELF
Not the whole event, of course — you'd lose your mind that way. But there are plenty of event elements that are well suited to a DIY approach, like party favors, centerpieces, lighting (how about candles?), A/V and even DJing.

When the event includes kids, DIY projects can get them involved in a hands-on, creative way, like picking the iTunes playlist or making a photo slideshow to project on one of the walls. Of course, there are plenty of aspects that do benefit from professional expertise. Which brings us to No. 2 ...



HIRE WISELY

An event professional who does their job well will, most likely, save you money simply by knowing what should be streamlined and what to blow up.

Inexperience may cost more in the long run, especially if something goes wrong, so go with established firms who have a proven track record.

Also, keep your vendor list small, said Stephanie Fitzpatrick, director of talent and event logistics at Philly's EBE Events & Entertainment.

"If one of your vendors offers multiple services that you need for your big day, they will often have the ability combine their labor and delivery costs for you. Less trucks and less people means less money."

EBE, for example, which offers entertainment of all styles (live musicians and bands, DJs, dancers and specialty performers) also offers production, lighting, video and photo booth services.

See Tips, Page 16

Declaration of Invitations
Custom Invitations
BY APPOINTMENT
610-520-1197
www.declarationofinvitations.com
declarit@gmail.com

Panache Caterers
BY FOODARAMA
CATERING FOR ALL OCCASIONS
BAR, BAT MITZVAHS, WEDDINGS, GRADUATIONS,
COCKTAIL PARTIES, SHOWERS, BUSINESS MEETINGS, SHIVAS
CERTIFIED KOSHER
CALL FOR YOUR FREE MENU AND PARTY PLANNING GUIDE
215-633-7100 888-309-3800
WWW.FOODARAMA.COM

Tips

Continued from Page 15

"Our clients are offered 'multiple services discounts' when they book more than one of those with us," Fitzpatrick said.

You might want to also consider using an event planner, even if you are more of the DIY type.

"Event planners do a lot more than keep you organized," Fitzpatrick said. "They have relationships with vendors who have already proved themselves to be amazing, and your planner can often negotiate better pricing for you because they call upon those vendors regularly."

Even if you go it alone, Fitzpatrick recommends using the same vendors for subsequent events (assuming you're satisfied with their services) because many companies offer repeat-client discounts.

3 ALWAYS ASK Event professionals don't want to be lowballed, but they absolutely understand that different clients have different budgets. There's no shame in telling a vendor you need to save money in one area or another, or even in asking for advice if you plan to DIY.

Cindy Singer, founder of Dylan Michael Cosmetics, has happily consulted with brides-to-be who can't bring her along to their destination wedding but will still be using her products. Singer provides them with a written chart and a diagram showing exactly how to get the right look — advice that can be used after the event is over.

"For me, as an artist, there's no such thing as special-occasion makeup per se," she said. "I try to make sure it's wearable again and practical in their lives."

She's also happy to tell clients the truth if they're spending money unnecessarily, such as brides who hire her to be on-site at a venue for after-wedding/pre-reception touchups. That's \$75 an hour, and "usually I'm waiting to do five minutes worth of touchups. ... If I have done my job correctly [earlier in the day], they won't need as much of a touchup as they think."

Not only that, but brides often find they have less time for primping than they expect.

"[The most important time for makeup] is before the photos and before the ceremony," she said. "After the ceremony, I always say, 'If you're worried about the way you look, you need a psychologist, not a makeup artist.'"



"Event planners do a lot more than keep you organized. They have relationships with vendors who have already proved themselves to be amazing, and your planner can often negotiate better pricing for you because they call upon those vendors regularly."

STEPHANIE FITZPATRICK
DIRECTOR OF TALENT AND EVENT LOGISTICS
PHILLY'S EBE EVENTS & ENTERTAINMENT

Comstock/Stockbyte/Thinkstock.com



RDM *Designer Outlet & Design Studio*



Designer clothing without designer prices

www.rdmdesignspa.com

413 W. Ridge Pike, Suite 2 • Conshohocken, PA • 610-834-0367 • Mon-Sat 10-5



Penina's
A Woman's Boutique for ALL SIZES
(Including 1x-6x)
Our 36th year!

For All of Your Simchas!

Come Celebrate with Us!

11 East Main Street
Marlton, NJ
856-596-1610

fashionsbypenina.com

Service! Service! Service!
Open 6 days; call or visit our website for store hours



Bottom line, said Singer — who donates a portion of all proceeds to the Victor Center for the Prevention of Jewish Genetic Diseases and the Dylan Singer Education Fund, in honor of her late son — “I don’t want a bride to feel she’s wasting her money.”

BOOK “OFF” DATES

As with individual vendors, event venues offer discounted rates under certain circumstances.

4

“Venues and vendors are always looking to fill dates that aren’t prime Saturday nights,” Fitzpatrick said, “so booking on a Friday, Sunday or holiday weekend when your guests won’t have to go to work the next day will likely mean lower prices.”

For Jewish gatherings, that could include Easter weekend, for example, or the weekends around secular holidays like Memorial Day. Just make sure you let your guests know well in advance so that they don’t make vacation plans of their own.

You want to be the No. 1 priority!

CASH MONEY

5

Although it’s often necessary to pay with credit cards for big events, cash is still king when it comes to vendors, who get hit with big credit-card processing fees. Some vendors actually have different pricing schemes depending on method of payment; if so, cash — and personal check — always beats credit financially.

Even vendors that don’t differentiate in price that way may be willing to negotiate when you offer to pay with cash. And paying with cash means it’s over when it’s over. Now won’t that feel good? ●

Contact: ispikol@jewishexponent.com; 215-832-0747

For Jewish gatherings, “off” dates could include Easter weekend, for example, or the weekends around secular holidays like Memorial Day. Just make sure you let your guests know well in advance so that they don’t make vacation plans of their own. You want to be the No. 1 priority!



toeytoy2530/istock/Thinkstock.com



GIVE GIFTS OF ISRAEL BONDS FOR ALL CELEBRATORY OCCASIONS

Mazel Tov bonds
STARTING AT
\$100

eMitzvah bonds*
STARTING AT
\$36

INVEST IN ISRAEL BONDS · ISRAELBONDS.COM



Development Corporation for Israel
Harold F. Marcus, Executive Director
Sharon Richman & Susan Schiffrin, Registered Representatives
1500 Walnut St., Suite 1302 • Philadelphia, PA 19102
philadelphia@israelbonds.com • 215.545.8380 • 800.752.5671

*Available only online. This is not an offering, which can be made only by prospectus. Read the prospectus carefully before investing to fully evaluate the risks associated with investing in Israel bonds. Issues subject to availability. Member FINRA. Photos: Aleksandr Kutsayev, Corbis, Comstock, istockphoto.com



Tales from the Party Planner's Crypt

JON MARKS | JE STAFF

"Oh, what a wonderful party," you hear the guests say as they head out the door. "Everything went beautifully. The food, the music, the room. It was all so perfect."

If only they knew.

"I'd say something goes wrong about 75 percent of the time," confessed Lynne Brownstein of Arrangements Unlimited in King of Prussia, who's been putting together weddings, Bar and Bat Mitzvahs and other kinds of events for 41 years. "That's because there's a million minor details, and it's impossible to keep all the balls in the air."

"It's sort of like motherhood. You just have to come up with solutions and make everybody feel good because there's no second chance and no manual."

"If you don't fix it now, you're done."

That means there's a lot more to being a party planner than ordering the food, entertainment, flowers and decorations, then sitting back while the show goes on.



"You can always rest assured something's going to happen. You have to think fast on your feet and be prepared."

— VALORI ZASLOW
ReEVENT

Bride: Ingram Publishing; frame: peekedee/iStock/Thinkstock.com; Zaslow: Photo provided

You've not only got to react when something goes wrong, but often anticipate disaster and come up with plans B, C and D.

"You can always rest assured something's going to happen," said Valori Zaslow of ReEvent, who's been in the business for 20 years. "You have to think fast on your feet and be prepared. Maintain a sense of stability, because how you react is how everyone will react around you."

Make no mistake, it's an acquired skill.

"The first time something happened, I thought, 'What am I going to do?'" Zaslow said. "But time after time I've learned, 'OK, try to fix it.' And sometimes you can't.

"You just try to do the best job you can, because people understand there's always human error."

Just try not to let the hosts know about it.

Here are a few tales of events gone wrong.

TURNING THE TABLES

With 200 guests due to attend a Bat Mitzvah party in Doylestown, Zaslow was busy preparing for the event when she got a surprise delivery.

"I'd ordered tables that were supposed to be high-top, and they came in the wrong size," she recalled. "We had a crew on-site and so they went out, bought lumber and literally built the legs for the tables.

"It was 5 p.m., just before the cocktail hour. I told the facility



Low tables had to be converted to high-tops on-site at a ReEvent Bat Mitzvah party.

we needed as many screens as possible, so people couldn't see what was going on.

"When the truck arrived and I realized what had happened, I checked and re-checked to make sure everything had been ordered properly. They had loaded the wrong things.

"They had just come from New York so there was no way they could go back and get everything, so I told them they had to fix it.

They were handymen who knew how to make tables. They built it on-site."

And other than having to extend the cocktail hour a little longer, no one ever noticed.

THE THREE-DAY PARTY

The folks at Mae & Company Events in Cinnaminson, N.J., do everything from murder mystery dinner theater productions to character impersonations ranging from Marilyn Monroe to Lady Gaga to Donald Trump. That's in addition to planning weddings, Bar and Bat Mitzvahs, casino nights and a lot of other things.

A few years ago, they were on their way to a big corporate event at the Philadelphia Airport Marriott when Mother Nature got in the way. But that didn't stop them.

"This was about 10 years ago," recalled Sharon Lee Daniels, who partners there with Tony Farma. "Tony picked me up in Cherry Hill

See Tales, Page 20

over 10,000 tax-free Dresses in sizes 00-32

Rene Ruiz Trunk Show!

April 20th—April 23rd **rsvp**

Preview all of Rene's new Spring, Summer and Fall 2017 collections exclusively at Jan's Boutique for 4 days ONLY. Reservations required for this trunk show.

by law your local PA dress retailer must charge you up to 8% sales tax on your dress purchase! Pay nothing extra for your dress at Jan's!

shopping in PA doesn't make much cents

save up to \$300 on your Dress at Jan's!

Morning Appointments Receive \$50!

Appointments available in the morning only, walk-ins welcome ALL hours, appointments receive a \$50 accessory gift card

Open 7 Days • 856-428-8181 • 406 Route 70 • Cherry Hill NJ

www.jansboutique.com

established 1974 Alterations on Premises 20,000+ Dresses online

Jan's
BOUTIQUE
SIZES 0-32
• XS TO 3X •
& PETITES

**RENE
RUIZ**



Tales

Continued from Page 19

where our office was then, and they had to carry me over the snow, which was taller than I am.

"It was a white-out heading over the bridge. You couldn't see the rails, and Tony just kept going. There was no other traffic."

Once they finally made it to the Marriott, things got even crazier.

"We had to spend three days in the hotel," Farma laughed. "The governor put a ban on the highways, so the six guys in the crew were stuck there."

"The guests were already there. The food was there, but some of the impersonators never made it. They were supposed to have a *Rocky* theme. I had boxed in Philadelphia and had my equipment with me. I put 'em on and went out there as if I was Rocky."

He and the rest of the team were knockouts.

"For three days we entertained the troops," said Daniels, who does a mean Marilyn Monroe impersonation. "We were changing costumes, and it was crazy. But we gave them a three-day party."

Not to mention a story for the ages.



Inset bottom photo: Mae & Company held a three-day party during a blizzard that knocked out the rest of the city.

Snow: Iikar; Boxer: Peshkova/iStock/Thinkstock.com; flowers: Photo provided

THE 'POWER' OF LOVE

On more than one occasion the lights have gone out at events planned by Arrangements Unlimited. But the show must always go on.

"We had a wedding at the Ritz-Carlton one time and the electricity went off," Brownstein said. "The photographer was locked in the elevator with her crew for over an

hour, so we had to improvise.

"We were able to use our phones to pass pictures to her while she was telling us to what to do. It was terrible, but we able to get the power back before the formal pictures.

"Another time, we were having a dinner at Davio's, just down the block from the Westin, when the power went off. The Westin was wonderful. They allowed us to use their foyer for dinner and their concierge and other people were the waiters. It went off seamlessly, but it was a mess."

It wasn't as big of a mess, though, as when 300 elegant place cards for a



You bring the
GUESTS
we do the rest!



WEDDINGS • BAR/BAT MITZVAHS

COMMITMENT CEREMONIES • FUNDRAISERS

CORPORATE MEETINGS • NETWORKING EVENTS

HOLIDAY PARTIES • REHEARSAL DINNERS

3025 WALNUT ST.
PHILADELPHIA, PA

FOR MORE INFO, CONTACT **267.295.2949**
or **EVENTS@WORLDCAFELIVE.COM**

WORLDCAFELIVE.COM

wedding in Nantucket somehow got thrown out just before the guests arrived.

With little time to react, Brownstein came up with the idea to have each of the bridesmaids and groomsmen call out the names of individuals at each table, then personally walk them over.

"Two weeks later, we had another wedding in Philadelphia and did the standard seating with place cards," Brownstein said. "One of the guests who had been in Nantucket came over and said she was disappointed we hadn't done it the same way.

"So we adopted that and have done it maybe a dozen times since."

TICK ... TICK ... TICK ...

Anyone who's ever attended a party knows timing is critical. You only have so many hours for the cocktail hour, the music, the meal itself, then all the presentations in whatever order they occur.

For the caterer, it can throw everything out of whack when the clock changes.

"Luckily, in the business we're in, there are so many checks and balances, it's seldom that something goes wrong with the food," said Steve Hellinger, who's been running Barclay's Kosher Caterers in the Northeast since 1989. "The thing that always goes wrong is the timing.



Tablesetting in candlelight at a Barclay's catered event.

Candle: Tarzhanova/
iStock/Thinkstock.com;
Flowers: Photo provided

"We were at [Congregation] Beth El in Yardley for a fundraiser, and the power went out. Luckily, all the stoves were gas, so we were able to heat the food, and the full event went on with candlelight."

— STEVE HELLINGER
BARCLAY'S KOSHER
CATERERS

"Say the service is supposed to end at noon, but the rabbi goes to 12:30, or a wedding's supposed to start at 7, but someone's late or there's been an accident. That really puts a kink the timeline."

Every once in a while, though, he'll encounter a bigger problem.

"Recently we were at [Congregation] Beth El in Yardley for a fundraiser, and the power went out," Hellinger said. "Luckily, all the stoves were gas, so we were able to heat the food, and the full event went on with candlelight."

The important thing — whether you're the party planner, the caterer or just one of the little people in the background — is to never let them see you sweat.

"You spend 24 to 48 months preparing for five hours," Zaslow said. "So I tell my clients, 'It's going to be beautiful, but things are bound to happen.'"

We try to make sure everything happens behind the scene, and they never see a thing."

And then, hopefully, when the guests tell them what a wonderful party it was, they'll nod and simply say, "Yes, it was." •

Contact: jmarks@jewishexponent.com
215-832-0729



Woodcrest Country Club

WEDDINGS • BAR & BAT MITZVAHS • EVENTS

300 EAST EVESHAM RD. | CHERRY HILL, NJ 08003
EVENTS@WOODCRESTCOUNTRYCLUB.COM
WOODCRESTWEDDINGS.COM
856-219-4147

[f /WOODCRESTCOUNTRYCLUB](https://www.facebook.com/woodcrestcountryclub) [i /WOODCRESTCC](https://www.instagram.com/woodcrestcc) [y /WOODCRESTCC](https://www.youtube.com/channel/UC...)



Graduations

Aren't Just for Big Kids Anymore

PETER KEY | JE FEATURE



If you're middle-aged or older, the idea of making a big deal out of graduating from something other than high school, college or graduate school may seem to be a relatively recent one.

It's not.

Rhyme University Inc. began selling diplomas for kindergarteners in 1954. The St. Paul, Minn., company has since expanded its product line to include caps and gowns, among other things. It also has increased the occasions for which it makes products; those now include graduations from preschool and Head Start programs.

With many elementary and middle schools also having jumped on the graduation-ceremony bandwagon, parents who like throwing parties to celebrate their children's academic rites of passage now have more rites of passage than ever to choose from.

How many they choose to celebrate is an economic indicator of sorts, according to Adam Weitz, who started Southampton, Pa.-based A Sharp Production 20 years ago as a disc jockey and live entertainment company.

"The milestone events will always be there, but the fun little parties that people like to have, like fifth-grade graduations, depend on the economy," Weitz said.

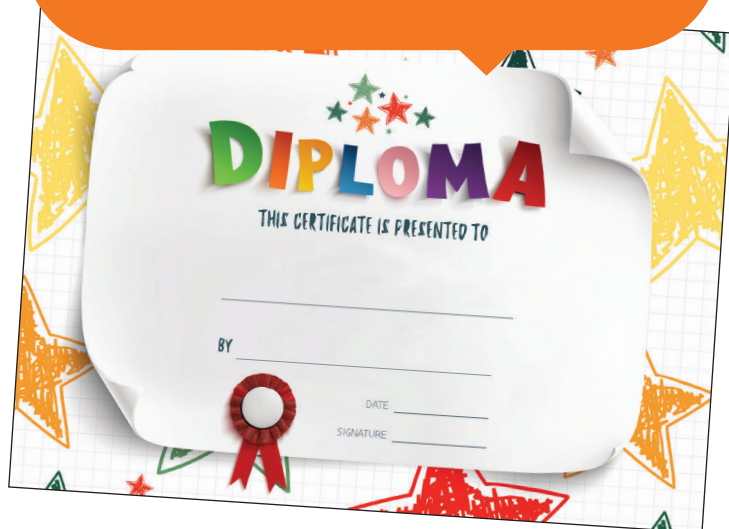
Even when people feel economically secure enough to throw non-milestone graduation parties for their children, they don't spend too much money on them.

"I haven't really had a crazy under-high school graduation," said Jennifer Lawn, who has been in the event business since 1996 and had her own company, JL Original Designs, since 2011.

For preschool or kindergarten graduations, Lawn said, parents might hire her company, which does decorations, and a caterer, get a bounce house for their backyard and have a picnic.

The idea of making a big deal out of graduating from something other than high school, college or graduate school may seem to be a relatively recent one.

Rhyme University Inc. began selling diplomas for kindergarteners in 1954.



Top: Wavebreakmedia; diploma: hmell_c4; facing page: SanneBerg/iStock/Thinkstock.com

"Parents just really want to do something that fits their child's personality," she said.

They also want to do something that's family-oriented.

Celebrations of graduations prior to high school typically feature the graduate's immediate family, perhaps a few members of their extended family and then their closest friends, said Karen Pecora of Philadelphia Events.

Elementary and middle school graduations, she said, are typically thrown at the graduate's home and are casual, fun events. Since the graduations occur in late spring, they're usually outdoors and often around a pool, if the graduate's parents have one.

Preschool and kindergarten graduation celebrations, she said, are often lunches with parents, grandparents and other relatives, and can be more formal.

"You see preschool graduations and kindergarten graduations where everybody's dressed to the nines," she said.

That can make for memorable occasions, but the adults likely will be the ones who remember them best.

"Are [the children] going to remember them 20 years from now? Probably not," Pecora said. "It's more for the family than it is for the child."

Graduations aren't the only events featuring kindergarteners in their best.

Graduations aren't the only events featuring kindergarteners in their best. Some kindergartens are holding proms.

Randi Martin, the chief event planner for Hatboro-based Trilogy Event Design, said some kindergartens are holding proms.

"It's just like a little high school prom, but it's for the little kids," she said. "They get dressed up and everything."

That may seem like overkill, as may a party to celebrate children graduating from preschool or kindergarten, which is why not everyone does it.

EBE will help with any party that anyone is willing to throw, but Tara Buchanan, its lighting and production director/event planner, said no one has hired it for preschool or kindergarten graduations as far as she knows.

The Philadelphia company *has* worked on elementary and middle school graduation parties. For those, Buchanan suggests getting such games as foosball or arcade basketball and/or hiring a disc jockey.

Brian Smith, whose Platinum Disc Jockeys & Photo Booths is based in Collegeville, hasn't worked a party

See Graduations, Page 24


*Philadelphia
Party Planners*
WEDDING SPECIALIST

Let us create the completely worry-free and fabulous wedding you've dreamed of — from complete wedding planning or just *day of* coordination services.

Sandra Steinfield, Owner
215.285.7892 ♦ philadelphiapartyplanners.com

Graduations

Continued from Page 23

celebrating any graduations beneath high school in his more than 25 years as a DJ. He said the first milestone events he does are mitzvahs, followed by sweet 16 parties.

"Anything younger than that, the traditional outlet has been a BounceU, a Chuck E. Cheese or something small in their backyard for family members," he said.

A growing problem Smith has noticed at the parties, dances and mitzvahs he does is that the young attendees need something more than just music to hold their attention. When he's just playing records and nothing else is going on, they're glued to their smartphones.

"They're not disconnected [from their phones] very long unless you've got something to keep their attention," he said.



Girl: Poike; Boy: wernerimages/iStock/Thinkstock.com

For elementary and middle school graduation parties, get games such as foosball, arcade basketball and/or hire a disc jockey so that the graduates aren't glued to their smartphones.

YOU'VE GOT THE KETUBAH ... NOW WHAT?

Go to the EXPERTS. We've been designing beautiful & unique custom framing for ketubahs since 1984. You can rest assured we only use conservation-grade materials so your Ketubah will look great for a lifetime.

the framegame
CUSTOM & DO-IT-YOURSELF FRAMING



PLEASE VISIT OR CALL ONE OF OUR TWO AWARD-WINNING BUCKS LOCATIONS

24 RICHBORO ROAD
NEWTOWN, PA 18940

215.860.8727

690 STONY HILL ROAD
YARDLEY, PA 19067

215.321.9141

IN GOOD TASTE

A compilation of the best recipes featured in the Jewish Exponent in 2016.



PUBLISHES MAY 4, 2017
(AD DEADLINE APR. 14)

TO RESERVE YOUR AD

contact Sharon Schmuckler call **215-832-0753**
or email **sschmuckler@jewishexponent.com**

Andrew Scharff, a clown, comic and juggler from Philadelphia's Belmont Village section (although he now lives in South Philadelphia), also hasn't done any parties to celebrate graduations lower than high school. He did perform at one such graduation though — in El Salvador on his Clown the World trip.

Scharff said he studied at clown college and then spent nine years performing in circuses in the United States, in Europe and in Japan. He followed that up with six years as a juggler and comedian on cruise ships. He has performed in China six times and before one pope — John Paul II.

His Clown the World trip combined charity with tourism, as he performed at schools, orphanages and homes for the elderly in places he always wanted to see, with his girlfriend along to document the experience on video.



Merida Alexander said that although her Morrisville-based firm, Events by Merida, hasn't been asked to plan parties specifically to celebrate middle school graduations, it has done some birthday parties that happened around the time the guest of honor graduated from middle school and were made a little more elaborate as a result.

"I've enjoyed working in the circuses and on the cruise ships, and those have been great jobs, but I just wanted to go to even more places and I realized I wasn't going to find a paying gig in Guatemala," he said.

Merida Alexander said that although her Morrisville-based firm, Events by Merida, hasn't been asked to plan parties specifically to celebrate middle school graduations, it has done some birthday parties that happened around the time the guest of honor graduated from middle school and were made a little more elaborate as a result.

And, while some people consider celebrating graduations of elementary and middle school to be the equivalent of giving out participation trophies for academic achievement, Alexander isn't among them.

"It's fun for the kids, they feel like they've accomplished something and as much as it may seem silly, if it encourages kids to enjoy education ... I don't think it can be looked down upon," she said. ●

**No Matter What The Occasion
From Formal To Fun...**



HOT FOOT SHOES



**BEAUTIFUL
COMFORT**

FROM **NAOT** OF ISRAEL

AT OUR NEW LOCATION

Justa Farm Shopping Center

1966 County Line Rd,

Huntingdon Valley, PA 19006

215-969-9626

HOT-FOOT-BOUTIQUE.SHOPTIQUES.COM



In-Store Boutique

TALK OF THE WALK

Joan Abrams'
Ladies' Boutique



*Best kept shopping secret
is out of the closet!*

*Now fill it with beautiful
clothes at fabulous prices!*

CASUAL TO FORMAL

SIZES 0 TO 24W

PANTS • GOWNS

COATS • SWEATERS

SUITS • DRESSES

315 Huntingdon Pike

1 block off Church
& Huntingdon Pike

Rockledge, PA

215-663-2311



TUES.-FRI. 10-5, SAT. 10-4, CLOSED SUNDAY

**DRESSMAKER ON
PREMISES**



EVENT EXPOS

OFFER ONE-STOP SHOPPING FOR THOSE IN PLANNING STAGES

PETER KEY | JE FEATURE

Without being Martha Stewart, or having the capabilities she's displayed on television over the years, it's hard to take care of everything at your event, unless the event is a small one.

Choosing the people to take care of things, however, can be a chore itself, even if you're just choosing one and letting that person handle the whole event.

That's why there are event expos, which gather event planners, caterers, florists, disc jockeys, photographers and others under one roof (and usually in one room), so you can get their names, phone numbers, email addresses and start the process of selecting the ones you feel most comfortable with.

"Event expos are great," said Stacey Kesselman, whose Conshohocken-based Exceptional Events is a full-service planning company. "[They offer] a great way to meet a lot of different vendors at one time."

Kesselman said her company likes doing event expos because they give her and her team a chance to meet potential clients face to face and pitch Exceptional Events' wares in person.

**"EVENT EXPOS ARE GREAT. [THEY OFFER] A GREAT WAY
TO MEET A LOT OF DIFFERENT VENDORS AT ONE TIME."**

— STACEY KESSELMAN, EXCEPTIONAL EVENTS

At the same time, she said, she doesn't expect herself or her employees to close many deals at them.

"More often than not," she said, "the people who do the mitzvah expos ... just got their date, so they're really gath-

Photo: Weedeign/IStock/Thinkstock.com



ering information and trying to find the best vendors there for them.”

The fact that vendors at the expos don't expect to land many contracts at them is a good thing for you if you plan on going to one because it means you can request information without getting the hard sell.

For example, Adam Weitz said when his company, Southampton-based A Sharp Production, sends a representative to event expos, he expects the person to hand out information and tell attendees that if they find it intriguing, they can make an appointment to get more details at a later time.

Weitz also said that people interested in A Sharp Production can get more information about it from its website — and many do.

“As the millennials have come of age, they prefer [getting information online] to going to an event,” he said.

Still, if you're the type of person who likes putting a face to a name (or a company), event expos are for you.

“When you go to a party fair, you become educated in a short period of time about everything because they're all there to help you — and boy, do they want to talk to you,” Weitz said.

JL Original Designs wants to do more than talk to you. It wants to show you its work.

Jennifer Lawn, the company's owner, said she used to go to event expos and give elevator pitches, which are short summaries of a company's capabilities that get their name because they're brief enough to be made and digested during a chance encounter in an elevator.

Over time, however, she concluded that most of the people at the events are so

JENNIFER LAWN OF JL ORIGINAL DESIGNS WANTS TO DO MORE THAN TALK TO YOU. SHE WANTS TO SHOW YOU HER WORK.

Photos above: Biggunsband/iStock/Thinkstock.com



**WE CREATE.
YOU CELEBRATE.**

BAR/BAT MITZVAH CELEBRATION PACKAGE

Five Hour Reception • Four Hour Open Bar • Sit Down Dinner

Custom Cake • Use of Peddler's Village Gardens for Family Photos

Peddler's Village
We're everything but ordinary.

*In the heart of the beautiful Bucks County countryside.
Five miles south of New Hope, PA.
215-794-4078 • peddlersvillage.com*

See Expos, Page 28

Expos

Continued from Page 27

overwhelmed by the wealth of choices before them that her words weren't sinking in.

To remedy that, she decided to show them what JL Original Designs could do instead. She began making bouquets and bringing them, a backdrop and a photographer to the expos so brides-to-be could get pictures of themselves with some of her company's creations.

It worked.

"We started to see a lot more people come back to us because we started that rapport with them," she said.

Having a good rapport with your event planner is necessary to having your big event come off with as few headaches as possible.

That's why Merida Alexander, whose Events by Merida is based in Morrisville, said you should make sure the event planner you choose is personable, which event expos can give you a chance to do.

Alexander also recommends making sure your event planner has a history of working on events like the one you want to throw.

"It's pretty easy to tell from photos sometimes whether or not they're familiar with your traditions," Alexander said. "You don't want to hire a planner who has no idea how a Jewish wedding works."

If you want to find someone who knows how a mitzvah works, you can attend one or both of the two mitzvah expos scheduled for April 2.

Mitzvah Expo is being put on by JL Original Designs to showcase the Sheraton Bucks County in Langhorne, where it is being



**HAVING A GOOD RAPPORT WITH YOUR EVENT PLANNER
IS NECESSARY TO HAVING YOUR BIG EVENT COME
OFF WITH AS FEW HEADACHES AS POSSIBLE.**

omgimages/iStock/Thinkstock.com

held. It also will feature JL Original Designs (obviously) and vendors that Lawn and/or the hotel management have extensive experience working with.

"It's a smaller show," Lawn said, and not meant to compete with Mitzvah Palooza.

"In fact," she said, "I know several families attending both."

Mitzvah Palooza is at the Chubb Hotel & Conference Center in Lafayette Hill. Its other two sponsors are Garces Group, the Philadelphia-based restaurant operator and caterer; and EBE, a Philadelphia event-planning company that now employs 14 bands, 10 mitzvah and party masters of ceremony, 12 wedding and special events DJs, and 16 club-style party DJs.

Other vendors who provide such services as event decor, cakes and photography will be there, too, but the event won't be just three hours of attendees browsing around. Instead, it will be structured like a mitzvah.

"We try to give you the party experience in a condensed amount of time," said Tara Buchanan, EBE's lighting and production director/event planner.

After a cocktail hour that gives people time to look at the vendors, EBE will choose a young volunteer and have him do a grand entrance, then show attendees how one of its mitzvahs would flow.

"It's informative and fun and also you get an idea of the different MCs that we have," Buchanan said.

If you plan on going to one of the mitzvah expos, you might want to get there early. Buchanan said people start planning mitzvahs two or three years in advance.


One reason is just to get ideas. Even if you and your child know what you want the theme to be, mitzvah expos are a good place to see different types of decor, invitation styles and the like.

Additionally, while the area has plenty of venues that can host mitzvahs, if you want to do something unusual, you'll need one that can accommodate it.

To make sure you get it, you should book it a year or two ahead of time, as others might have interest in it too, said Randi Martin, the chief event planner of Trilogy Event Design in Hatboro.

The same is true of DJs or bands.

"Entertainment is also something that's going to be a high priority for everybody else," Martin said. ●




THE VOICE OF GLADNESS,
THE VOICE OF JOY

קול ששון וקול שמחה

WEDDINGS
and
OTHER JOYFUL CELEBRATIONS

Sanctuary ♦ Chapel ♦ Rabbi's Study
Complete Catering Facilities
Blue Bell, Pennsylvania
610-275-8797 ♦ www.tbibluebell.org

TIFERET BET ISRAEL





Wedding Trends FOR 2017

KEVIN WALKER | JE FEATURE

Like all big events, weddings move from one trend to another. What was hot in 2014 is stone cold in 2017.

For this year, you can expect new trends to emerge and a few from last year to keep going. The good news is that whatever theme you pick for your big day, the Philadelphia area has a diverse number of options from which to choose.

Everyone has their own idea about the best way to tie the knot. However, some trends emerged in interviews with Philadelphia wedding planners and designers.

They include:

- Art deco is in.
- Glam — art deco-style and otherwise — also is in.
- Country barn weddings remain popular with many.
- Many couples now focus on guest experience and appealing to all five senses.
- Nontraditional has become the new traditional for many, with couples looking to become trendsetters.
- That said, traditional is always in with some. That's one reason for the continued popularity of landmark buildings in Philadelphia for weddings, including the National Museum of American Jewish History.
- Also, donut walls. Your guests will thank you.

WHY WAIT?

If you're thinking about getting married, that's just an old tradition that is fading fast in the modern world, right? Actually, no. Marriage rates have stabilized in the last decade, according to statistics kept by (of all departments) the Centers for Disease Control and Prevention.

The federal agency reports that since 2009, about 6.8 percent of the population got married. That's more than 2 million people a year. In 2014, the last year for which numbers are currently available, it jumped to 6.9 percent, or 2.1 million people.

So if you are planning a wedding, you have a lot of company.

Wedding planners in the Philadelphia area said they receive a steady stream of requests for planning, catering and designing weddings.

"People have money to spend," said Marlee Wilson with DFW Event Design in Philadelphia. She noted that some of the recent weddings have been larger than usual. An upcoming wedding in Jersey City features 300 guests and is taking up most of the space at the Hyatt Regency.

Couples are also moving fast.

Jennifer Supper, director of sales and special events for Kaleidoscope Weddings in Wayne, said, "Short engagements are in. I am hearing from people who want to get married in less than six months."

Another trend is appealing to all five senses, said Caitlin Boshnack, wedding sales manager for the Garces Group in Philadelphia. For example, she said, herbs might be included in floral arrangements so "people can smell how beautiful it is as well as see it."

HOMEMADE WEDDING TRENDS

One of the big trends emerging in Jewish weddings is the idea of going homemade.

For example, Supper said for a recent wedding, the bride made a homemade version of the chuppah covering into which she had woven her grandmother's scarves.

"In another one, the bride made a hand-sewn tallit out of yarn, large enough to be a quilt on her and her husband's bed after the wedding," Supper said.

There also have been changes in the ketubah, which traditionally is done before the ceremony by two appointed witnesses. More and more couples are choosing to have the ketubah signing during the ceremony "so everyone can witness as opposed to before the ceremony with a select few family members," Supper said.

THE ROARING '20S

Katie Robinson with DFW Event Design said while trends come and go, one big one has emerged so far in 2017, a kind of "Great Gatsby" feel for weddings.

See Trends, Page 30

Trends Continued from Page 29

"The biggest trend we are seeing right now is art deco, the 1920s," Robinson said. "It's really, really big this year. A lot of gold, metallic and sequins. Everyone wants sequins."

That has spilled over into big events beyond just weddings. DFW just handled a corporate party in Philadelphia where the theme had a strong art deco bent and the same theme was wanted for a charity event.

Where do the trends come from? No one is sure.

"I don't know exactly where it starts, but suddenly that's what everyone wants," Robinson said. "Everyone wants glam."

She said country barn weddings remain popular in some areas, but even they want to "glam" the wedding. That can include everything from the gold and metallic to jewel tones for decorations.

The high-end, glamorous feel also extends to wedding invitations. More elaborate invitations have become an emerging trend, particularly laser cuttings that offer an upscale look and feel.

SMALL PLATES, DONUT WALLS AND DESSERT BARS

When it comes to food, Boshnack said the overall trend is couples are focused more on the "guest experience" and providing "a high-end dining experience." Rather than an "all-you-can-eat" buffet style, couples are choosing small plates with more *haute* — or at least homemade — cuisine.

"We're seeing more people opting for small plates," she said. "Especially during cocktails."

Wilson said when it comes to food, "everybody has their own thing, especially when it comes to dessert."

DFW works with local caterers, producing a number of interesting desserts for recent weddings, including specialty sandwiches, strawberry lavender cake and edible glitter.

Yes, edible glitter.

"When it comes to food, everyone seems to come up with something different," said Wilson.

Another trend that started in 2016 and continues this year are donut walls. Typically situated behind a dessert bar, the donut wall is exactly what it sounds like: a wall with creatively designed donuts hanging on it. And yes, you are invited to eat one.

Wilson said the walls have become a popular choice no matter what the overall design of the party. They also offer the opportu-

nity to make cutesy signs such as "I donut know what I'd do without you" or "Donut worry, be happy."

That's optional, of course.

For those who wish to keep kosher, wedding planners work with a wide range of local caterers who serve kosher meals for weddings. Most venues also allow you bring in food from the caterer of your choice.

LOCATION, LOCATION

Most wedding planners work with facilities all over the Philadelphia area, and in this regard the bride-to-be has an enormous amount of choices.

One traditional but still popular spot is the National Museum of American Jewish History.

Aside from its location near Independence Hall and the Liberty Bell, another attractive aspect of the museum is it offers the choice of multiple rooms within the museum, giving some flexibility in planning the wedding, Supper said. They include a ballroom and a terrace with views of the city.

Other sites that remain popular include the Fairmont Park Horticultural Center, the Franklin Institute, many of the city's other museums and the major hotels. The Morris Arboretum at the University of Pennsylvania also is a popular choice, as are the city's many country clubs.

Another traditional choice is one of the Philadelphia area's many mansions, including Pen Ryn Mansion on the Delaware River, the Knowlton Mansion and The Lake House Inn.

However, others want nontraditional choices.

For example, Boshnack said some couples have opted for Olde Bar. The restaurant is located in the historic Old Original Bookbinders building in Old City that was home to the famous oyster house and seafood restaurant dating to 1898.

Olde Bar represents a new spin on an old tradition. Couples from previous generations were married there.

"A lot of couples said their parents get married there and they have special memories," Boshnack said. "They go there for a reception or other event and say, 'My parents got married here and I want to get married here, too.'"

These represent just some of the choices couples have, and the trends they are tapping into, in 2017.

But as wedding planners will tell you, everyone has their own ideas on decor and preference on location of their wedding. Luckily, in Philadelphia, you have enough choices to suit almost any taste. ●



The Pink Daisy has been setting fine tables for over 40 years. We are known for our great customer service, bridal registry and tasteful complimentary gift wrap.

We are one of the premier bridal registries in the Philadelphia area featuring Michael Aram, Rosenthal, Nambe, Waterford, Versace, Juliska, Vietri, Annieglass, Simon Pearce and Mariposa.

You can find us on the Knot, come into the store, or visit us at thepinkdaisy.com to register. We look forward to accessorizing your new life!

The Pink Daisy



90 West Afton Ave.
Yardley, PA 19067
215-321-2248
thepinkdaisy.com
thepinkdaisy@gmail.com



The Boutique Created Especially for Girls
Sizes 7-14, Preteen & Junior

Trunk Shows Coming in June

C. W. Designs

Gowns, Dresses & Suits for your Special Occasion.
Appropriate Bimah Attire

Sondra Celli Couture

Custom Designed Gowns, Dresses & Suits

Great Selection of Prom Gowns



215-579-9899

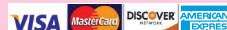
Closed Mon.; Tues.-Fri. 11 – 5:30; Thur. eves till 8; Sat. 10 – 5; Sun. 12 – 5

4 Cambridge Lane, Newtown, Pa. 18940

www.partygirlsnewtown.com



Search Party Girls Newtown





TURNING 13 AGAIN

The Adult B'nai Mitzvah

MARISSA STERN | JE STAFF

When Andrea Shuster was growing up, few women in her family had a Bat Mitzvah.

Two cousins did, she recalled, but her aunts? No. Grandmother? No. Mother? No.

Shuster was given the choice between a Bat Mitzvah or a sweet 16 — she chose the latter.

“It just really wasn’t something that was encouraged growing up in my family because it was usually all the men at that time,” recalled the 43-year-old. “We were raised Conservative and it wasn’t a huge, big thing back then, so if the girls didn’t really want to do it they didn’t push it.”

On March 11, she joined seven other women on the bimah as they became B’not Mitzvahs at Congregation Rodeph Shalom.

Adult Bar and Bat Mitzvahs are not uncommon.

In Shuster’s group, which ranged from women in their 20s to their 70s, there were those who converted and wanted to have a Bat Mitzvah now and those who may have been like Shuster and didn’t feel a strong desire to have one when they were 13.

Doing the ceremony now has made it more meaningful for Shuster, who grew up in Northeast Philadelphia and attended Ner Zedek off and on.

See Turning, Page 32

Turning

Continued from Page 1

"It's been refreshing [and] enlightening," she said. "Since I'm older, I'm retaining it more, and I'm appreciating it at this age. Learning the Hebrew was really tough, I'll be honest, but it's been a great experience. Now I can read the prayer book and the Torah, which is awesome."

While Rodeph Shalom has been offering adult Bar or Bat Mitzvah classes for at least 15 or 20 years, executive clergy assistant Candice Nemoff said this is the first B'nai Mitzvah she's aware of.

If there were a man in the group, it would follow the masculine laws of Hebrew and be called a B'nai Mitzvah.

"Last year, we had one guy and then there were a few other girls, but as long as there's one guy it's masculine because [of patriarchy]," laughed Nemoff.

The women met monthly for an hour and a half with Rabbi Jill Maderer to learn about the Torah and the blessings they performed together during Saturday's service.

While none of them planned any big parties afterward with a DJ and seemingly endless rounds of Coke or Pepsi, there was a luncheon for the new Bat Mitzvahs and their friends and family. They received mezuzahs and Kiddush cups engraved with their initials and the date as gifts, as well.

The opportunity to become a Bat Mitzvah even when one is already bogged down with the bills and trappings of being an adult is still just as meaningful.



Wavebreakmedia Ltd/Thinkstock.com

"It brings those people specifically more into the Jewish community because officially it makes you an adult in the Jewish community," Nemoff said.

They read three sentences each from the Torah and led chants and blessings during the service, which Shuster was looking forward to doing.

"The feeling of learning how to read Hebrew and the Torah and have the opportunity just to read the Torah is just amazing," she said. "The first time I

practiced, it was really awesome. That feeling that you know from ... a long, long time ago, they wrote this and now you can read it — it's just the coolest thing."

Her family helped her prepare for her big day. Her 14-year-old daughter, Lindsay, who also became a Bat Mitzvah at Rodeph Shalom, has helped her get ready for her time on the bimah, and her parents bought her her first tallit.

"I'm looking forward to just getting up and reading the Torah in front of everyone, putting on a tallit for the first time," she said. "I never thought to get one and because I'm reading from the Torah, I thought that I should have one."

Having a Bat Mitzvah was something Jenni Russell wanted to do for herself.

Growing up in South Jersey, Russell grew up around a large Jewish population — but until 2007, was not Jewish herself.

"It's something that I've always wanted to do," said Russell, 35.

After she converted and started going to Rodeph Shalom around 2011 after moving to the Philadelphia area, she heard about its Bar/Bat Mitzvah class and decided to join.

As a religion minor in college, she'd learned about Judaism and the Torah. But getting to hear other takes from the women in her class and studying with the rabbi allowed her to hear new perspectives.

"Our group is a very intergenerational group, and people came with all different experiences in terms of academic study, religious study," she said. "For me, the most interesting part about it was studying with them and learning from all these other people of different backgrounds."

On Wednesday morning, the day after their final meeting before the ceremony, Russell — as any pre-Bar or Bat Mitzvah would surely relate to — was feeling a mix of excitement and nerves. The idea of reading the Torah in front of a large group of people and singing was a little scary, she said.

"While I've been studying and preparing a lot, I'm still very nervous about it. So I'm looking forward to having had the experience and it being over and not being slightly terrified by trying to read Hebrew in front of a room full of people," she laughed. "I am looking forward to being able to actually read text from the Torah scroll itself."

Public speaking doesn't scare her, but she admitted "it's a little different when you have to do it in a language you're not necessarily accustomed to."

For her, being a part of the B'nai Mitzvah had special meaning.

"Being someone who doesn't grow up with the shared experiences that everyone else has, you can sometimes feel a little bit left out of the conversation," she said. "You're not able to relate or talk about certain things, and so in one respect this was a way to have that experience — granted, not the same as doing it as a teenager, but still having gone through that process of studying and learning and doing this in front of a big group of people. All around it's just been such a fantastic and wonderful experience." ●



Formerly of Fleets

TAILORED CLOTHING
SPORTSWEAR
ACCESSORIES
FOOTWEAR

FORMAL ATTIRE...
SALES & RENTALS
FOR MEN & BOYS!

Sizes 4-50+
Regulars • Slim
Huskies

From Generation to Generation
A Family Tradition
For All Occasions



Singer Family

HOURS: M. T. TH. F. SAT. 10-5 • WED. 10-8 • SUN. 12-4
RED LION RD. & HUNTINGDON PIKE
HUNTINGDON VALLEY, PA
215-914-2060
WWW.THEMENSANDBOYSSTORE.COM

*Celebrating
Our 20th
Anniversary*



Is Bracing for a Change THE BEST IDEA?

RACHEL KURLAND | JE STAFF

There's nothing quite like the combination of puberty and peaking in Jewish adulthood: You walk up to the pulpit, prep to pronounce prayers from the Torah, then suddenly pause to pull leftover bagel from your braces.

Avoiding casualties like this one are what prompts many preteens to get their braces removed for their Bar or Bat Mitzvah, then get them put back on after the big day.

In this reporter's day, getting braces was in itself a rite of passage: You could choose which rubber band colors to get on the metal brackets to match holidays, or choose clear bands in an attempt to make the metal invisible (though it really just made your teeth look bulgier).



Looking back at my own Bat Mitzvah photos, I made the wise decision of picking turquoise rubber bands to match my teal BCBG dress, which also matched the fake blue flowers I held in a photo shoot that my brother took in our backyard. There may or may not have been blue eye shadow involved. (I just really, really liked blue, OK?)

Nostalgia aside, braces have served a purpose in one form or another dating all the way back to ancient Egypt.

According to Colgate, archaeologists have uncovered mummies with metal bands around their teeth, and catgut — a type of cord made from fibers found in animal intestines — tied to the bands to provide pressure and move the teeth.

See Bracing, Page 34

Bracing

Continued from Page 34

As braces nowadays require more than 40 days and 40 nights to properly see results, why is braces removal all the rage?

Getting your mouth full of metal removed (did anyone else pick up static, or was that just me?) to appear more photogenic during one's Bar or Bat Mitzvah is not unlike putting "flippers" — expensive faux teeth — on toddlers in children's pageants to make them seem more mature. But that process is less involved. The question for B'nai Mitzvah: Is it worth it?

"Usually when we go over the pros and the cons with the patient and the parent, usually the cons outweigh the pros," said Vanessa Wang, an orthodontist with Narberth Dental Group.

While some choose to stay the course of treatment, others go for the removal. (This is true of brides and grooms, too, she said.)

"It's a big deal," she said. "For some kids it's totally worth it, and for some parents it's totally worth it."

If Wang knows early on in the consultation that there is a big event coming up, she tries to steer them toward something more inconspicuous like Invisalign.

"That is much easier to take a break from," she said. "But taking the braces off in the middle of treatment might be something that might end up creating more disadvantage than there is benefit. We will do it if it is truly what is requested, but we just have to be thorough with what some of the consequences could be."

But temporarily removing braces isn't always for aesthetics.

"These pictures are going to be memorabilia for a lifetime, and for other people it's, 'Oh, little Johnny can't read or sing with those in his mouth,'" she said. "So I've had requests either due to aesthetics or due to being able to perform the functions of singing or



reading in front of people during a Bar or Bat Mitzvah."

Teeth can shift in the limbo between braces and bare teeth, and the excessive removals can hurt the enamel. Otherwise, Wang said the procedures are relatively straightforward, and transitional retainers are used as a middleman.

"The longer you go on vacations from your braces, basically it delays the process of finishing in a timely manner," she noted.

Another big issue Wang has discovered: persuading kids to get the braces back on.

"It's that sweet freedom," she laughed.

But a happy medium between that sweet freedom and full-on metal mouth include advancements like Invisalign, according to Sherri Middleberg, office manager of Orthodontics Limited, PC in Northeast Philadelphia.

Both braces and Invisalign are worn 24/7, but Invisalign is taken out to brush teeth or eat, so the overall treatment is slightly less time than braces.

"It's not happening as much maybe because braces are a rite of passage at that age and it's more acceptable. It's not such a bad thing to have braces," she noted.

Middleberg said all three of her now-grown children went through braces, though she had to look up at their Bar and Bat Mitzvah photos in her office to recall if they had braces during those times (they didn't).

"It's a personal preference," she added, "because these pictures are like a wedding picture. It's something that you're going to hang up or look at for many years until the next milestone."

Orthodontics Limited will remove braces and replace them for the occasion free of charge — they are usually off for about a week, she said — and since orthodontics has come a long way since the ancient Egyptians, the pain now is nonexistent.

"It's just a matter of a little bit of glue and then there's a curing light — once it shines on the glue, it hardens, so it's not like the old days where you had to cap each tooth with a band," she explained.

For Bar or Bat Mitzvah kids who keep the braces on, many choose to get those colored rubber bands to match their party theme.

"If their cake and their decorations are red and pink, maybe a girl would want red and pink elastics," she said. She's seen preteens do the same to match their school colors, sports teams or holidays.

"We see kids from 6, 7 years old to 70 years old — the whole range," Middleberg added. "We've done mothers and daughters and fathers and sons — any combination of family at the same time."

Regardless of older generations who endured the old-school sets of braces or even — shudder — headgear, it's your prerogative to embrace the present with or without braces for the big day on the bimah. Either way, it will be something memorable to look back on.

One personal tip, though: Please stay away from the blue eye shadow. ●

**"I've had requests
[to remove the braces]
either due to aesthetics or
due to being able to perform
the functions of singing or
reading in front of people
during a Bar or Bat Mitzvah."**

— VANESSA WANG
NARBERTH DENTAL GROUP

Henning's

www.henningsmarket.com

Senior Citizen's Day: Every Tuesday Receive 5% OFF

Henning's Custom Catering

Perfect For All Functions

- From Private to Corporate
- All Inclusive Meals
- All Food Cooked on Premises by our In-house Chefs
- Set Up & Service Available
- Meeting & Party Room Up to 60 Guests

Your Caterer For...

Baby & Bridal Showers • Weddings • Confirmations & Graduations
Corporate & Retirement Parties • Cocktail & Dinner Parties
Picnics & Holidays

DOUBLE COUPONS EVERY DAY
290 Main Street • Harleysville, PA • 215-256-9533
OPEN EVERY DAY 7 AM-11 PM

Contact: rkurland@jewishexponent.com; 215-832-0737

Irma Brookstein

Invitations
Stationary
Calligraphy
Gifts

Les Femmes
157 Manor Road
Huntingdon Valley, PA
19006
215-938-1440
Fax: 215-938-0421

 Susan Watts

The Fabulous Shpielkes

Award-Winning
Klezmer Music

Music For All Occasions

(610) 389-6036
www.phillyklezmer.com
susan@susanwattsonline.com

Elaine Hoffman
Watts



Rabbi Rayzel Raphael

www.Shechinah.com
1211 Ansley Ave.
Melrose Park, PA 19027

215-237-2955 cell
215-782-1221 home
RRayzel@Shechinah.com





linda morrow photography
www.lindamorrow.net

info@lindamorrow.net
610-337-3137

By Invitation Only

Personal service & extraordinary invitations
at discounted prices

30% Discount * Computerized Calligraphy
Incredible Selection * Convenient Appointments

Melissa Berk
215.654.1601



Melissa@ByInvitationOnly.us

Specialists in Children's Haircuts



BY IMPERIAL COIFFURES LTD.

3340 Nazareth Rd.,
Easton PA., 18042
610-258-2959

Walk-ins Only
Mon-Fri. 9-5
Sat. 9-3

Advertiser Index

CATERING & FOOD SERVICES

Foodarama Caterers	15
Hennings Market.....	34

ENTERTAINMENT

The Fabulous Shpielkes	35
------------------------------	----

EVENT PLANNING

Philadelphia Party Planners.....	23
ReEvent	12

FASHIONS

Elizabeth Johns	7
Fashions by Penina.....	16
Gabrielle	9
Hot Foot Shoes	25
Jan's Boutique	19
Joan Abrams' Ladies Boutique	25
Jude Plum Co.	6
Party Girls	30
RDM.....	16
The Mens and Boys Store.....	32

FRAMING

The Frame Game.....	24
---------------------	----

GIFTS

The Pink Daisy	30
----------------------	----

HEALTH & BEAUTY SERVICES

Kids Kuts.....	35
----------------	----

INVESTMENTS

Development Corporation for Israel	17
--	----

INVITATIONS

By Invitation Only.....	35
Declaration of Invitations	15
Gladwyne Pharmacy	10
Irma Brookstein	35

PHOTOGRAPHER

Linda Morrow Photography	35
--------------------------------	----

RABBIS

Rabbi Rayzel Raphael.....	35
---------------------------	----

VENUES

Congregation Tiferet Bet Israel.....	28
Dave & Buster's	4
Hilton Philadelphia City Avenue.....	2
Peddler's Village	27
Philmont Country Club.....	11
Sheraton Valley Forge.....	3
The Waterfall.....	36
Tiferet Bet Israel.....	31
West Laurel Hill	13
Westin Philadelphia.....	5
Woodcrest Country Club.....	21
World Cafe Live	20



EXPERIENCE TRUE LUXURY

WITH DISTINCTIVE ALL-INCLUSIVE EVENTS AT

THE
Waterfall

CATERING & SPECIAL EVENTS



Intrigue Photography 2015

3416 PHILADELPHIA PIKE, CLAYMONT, DE 19703
302-792-2600 WATERFALLBANQUETS.COM