

The Glendale Civic Center's quarterly e-newsletter is designed to keep you up-to-date on our many amenities, upcoming events, programs and services. Four times a year we feature the people, ambiance, tastes and splendor that is the Glendale Civic Center.

Glendale, Arizona  
Spring 2009

## Now Hear This!

### We Listen to What You Don't Say

I receive newsletters from Cornell University. In one roundtable discussion it was said that successful companies innovate not from what customers say, but from what they don't say. The thought being that customers can't always articulate what they really want, beyond the cheaper, better and faster. Sometimes, the customer doesn't really know what we need to know to produce a successful event and make them look good.

That's where we come in. We can explain to you certain features, benefits and services that you may not have thought of to take an ordinary event and make it truly extraordinary. We have a professional staff that makes a living by anticipating your needs. Inspiring the success of your event is their goal - and I can't think of a better partnership.

John Moses  
General Manager  
Glendale Civic Center



## Marty's Marketing Round-up:

*Get out there and meet someone!*

As the economy continues to be a challenge for all of us, I was reminded of something I heard the other day that made sense: "More people are meeting virtually and not face-to-face, and that's hurting the meetings and travel industry across the board," per Geoff Freeman of the U.S. Travel Association.

So I started to think, all of us as business people in every community can create a little "stimulus package" of our own! All we need to do is to start meeting and eating (within reason of course)! The ongoing negativity in the media about unruly corporate spending is putting undo fear into the hearts of other business sectors that really do need to meet and bring people together. The truth is business still needs to get done, so what can we do about it? Don't be afraid to meet if you really need too.

Just that little "shot in the arm" from your company would mean a lot to the industry. It would also help the men and women who depend on your business for their livelihood. So get out there and energize the economy, and while you're at it, try the Glendale Civic Center!

## Something Old, Something New

Something old, something new; something borrowed, something blue; and a silver sixpence in your shoe. The rhyme originated in Victorian times, although some of the customs referred to in it are much older.

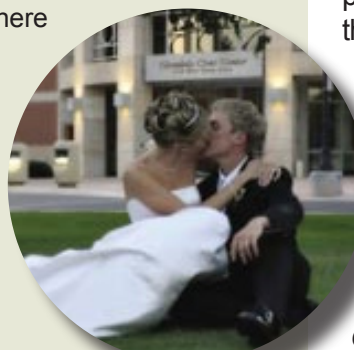
**Something Old:** Continuity; represents the couple's friends who will hopefully remain close during the marriage. Traditionally, this was an old garter, which was given to the bride by a happily married woman in the hope that her happiness in marriage would be passed on to the new bride.

**Something New:** Optimism and hope; symbolizes the newlyweds' happy and prosperous future.

**Something Borrowed:** Happiness shared from the happily married couple; is often lent by the bride's family and is an item much valued by the family. The bride must return the item to ensure good luck.

**Something Blue:** Fidelity, love, purity; the custom of the bride wearing "something blue" originated in ancient Israel where the bride wore a blue ribbon in her hair to represent fidelity. In Biblical days, blue represented purity. Thus, the bride and groom would both wear a blue band around the bottom of their wedding attire.

**Lucky Sixpence for Her Shoe:** Ensures a life of fortune; the placing of a silver sixpence in the bride's shoe was to ensure wealth in the couples married life. Today, some brides substitute a penny in their shoe during the ceremony as silver sixpences are less common.



## Diane's Dish on Meetings

*Glendale Civic Center Now Offering Meeting Packages*

Ever feel like you're overwhelmed with decisions to be made when planning a meeting? Let our experienced staff at The Glendale Civic Center assist you in your planning. The Glendale Civic Center has created a unique meeting package that includes all of the necessary elements of a meeting, including the set-up, audio-visual equipment, WIFI access and delicious food prepared by our own in-house caterer, The RK Group.

The Event Coordinators at the Glendale Civic Center will assist in eliminating the guess work involved in planning a meeting. They will create a complimentary computer-generated diagram for your event using the state-of-the-art meeting room diagramming software, Meeting Matrix. This enables the meeting planner to have a visual image of what the event will look like before it takes place. This is added reassurance of a successful event.

Please call one of our Event Coordinators at The Glendale Civic Center at 623-930-4300 or visit [www.glendaleciviccenter.com](http://www.glendaleciviccenter.com) to book your next event.

## 10 Ways to Save Money on Your Catering in a Tough Economy

*By Michelle Puglionesi, General Manager*

*RK Group West (exclusive caterer to the Glendale Civic Center)*

- 1. Keep it simple!** A simple well-flavored chicken or pasta dish with a fresh salad and simple dessert can really help keep the costs down.
- 2. Discuss ways to reduce costs** with your event coordinator or catering representative. If your date and time is flexible, we offer reduced rates for off-peak days. You still have the same great event at a nice savings to you.
- 3. Allow your caterer to provide "Chef's Choice"** options for your event. This allows the chef to select what's fresh and cost effective that week. You may not know what you will get in advance, but it will be fresh and appealing to most palettes. You may actually be able to get a lot more for your money going this route because the chef may be able to "piggy-back" off another higher dollar event and provide you with the same meal for a much lower cost (because it's already in production).
- 4. Provide a budget and as accurate a guest count** as you can to the caterer at the time of the proposal. This helps your caterer make the most of your budget. Keep in mind that in this tough economy, ticketed events are, in general, drastically down. That means that if last year you sold 500 tickets to "x" event, this year you may only sell 2/3 of that number. Weddings (especially ones with a limited number of out-of-town guests) are still holding their counts.
- 5. If doing a cocktail reception and dinner,** think about eliminating butler passed hors d'oeuvres and instead placing cheese, antipasto, or "nosh" platters on cocktail tables or stations. It will give your guests something to nibble on while waiting for the main event. Remember, that's all they really need is a few nibbles to hold them over until the dinner.
- 6. Instead of offering a full hosted bar,** offer beer, wine or champagne only.
- 7. Another idea is to offer only a passed signature cocktail** for the first hour of your reception and then wine service with dinner. Ask to be charged upon consumption (open bottles).
- 8. For a plated luncheon, consider cutting back to two courses** by having an entrée salad as your main course, followed by a delicious dessert. This is all most people need to feel satisfied mid-day.
- 9. Do something fun – like an action station** - maybe a hearty and filling potato martini bar or made-to-order pasta stations. It's a great way to kick things up a notch and offer a fun and different presentation without hiking up your budget.
- 10. Remember that your caterer has limitations** as to what it can do on a budget just like everyone else, but don't be afraid to ask how they can help you achieve your goals and meet your budget – that's what they're there for!



*One more thing: Remember that the Glendale Civic Center is a TERRIFIC value! Granted, "value" doesn't mean "cheap", but you get more for your money at the Glendale Civic Center than any venue in the area – hands down!*