

FEBRUARY 1, 2002 • 7:30 P.M.-1:30 A.M.

## BURTON MANOR

Casually Elegant Attire - Must be over 21

eaturing STEVE KING & THE DETTILIES

SPECIAL GUEST APPEARANCES BY: Jamie Coe The Rat Pack

- Casino Night 8:00 PM 12:00 AM
- Complimentary hot & cold hors d'oeuvres, 7:30-9:00 PM
  - · Pizza served later in the evening
    - Door prizes & Cash Bar

For ticket information or to reserve a table for ten call: Brian Duggan at (734) 422-4333 (734) 591-1900

Tickets: \$27.00 in advance \$30.00 at the door

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## Events planners make parties come together

Events and Entertainment, based in Farmington Hills, considers itself a one-stop shopping place for corporate and private events and parties in the area. Victoria Fingeroot of West Bloomfield meshed her 12 years experience in party, event and meeting planning with Seott Foco's background in videography to form Events and Entertainment Inc. two years ago. Foco, who livos in Walled Lake, is an expert in marketing programs and in producing commercials, training videos and promotional and broadcast television programs for private and public organizations. "We've created a one-stop hop," said Fingeroot, 40. "This allows us to plan any event—from a birthday party to a barbat mitzvah or wedding to a corporate meeting or non-profit dinner — from the conception of the idea to the end of the event." She said she teamed up with Foco because they have the same variety one, we still get excited about every event and try to make each one at the best," she said.

To do that, Fingeroot and Foco

To do that, Fingeroot and Foco have developed a full support

They have artists who create oncept drawings of everything needed for an event — from the invitations and the table decora-

invitations and the table decora-tions to props and games.

They also have the technical staff to do lighting, sound, stag-ing, decorating and videography. They have in-house floral design experts and an in-house produc-tion staff.

tion staff.

The company has various food concession offerings, such as cappuccine and coffee carts; talent ranging from orchestras to clowns to bands, entertainment stations and interactive games.

"And if we don't have what a client wants, we can get it for them," she added.

Events and Entertainment recently added a new customer service to its wealth of offerings.



Party, anyone?: Events and Entertainment President Vicky Fingeroot talks about the work her company performs, from elaborate corporate parties to Bar-Mitzvahs, or just developing items like centerpieces.

They now offer what they call "interactive" entertainment.

"interactive" entertainment.
They have several people hand-picked as emcess at events.
Their job is to get involved in the party and get the people at the party involved.
"It took us a long time to put together a group of people, but we found the mix we want. They are a talented group of individuals," she added.
Among them is C. Ross

als, she added.

Among them is C. Ross Edwards, who comes in from New York to emee parties for Events and Entertainment clients. Edwards, formerly from West Bloomfield, currently appears in The Lion King musical on Broadway.

## Happy customers

Events and Entertainment

Events and Entertainment recently planned and staged a major event for First Federal of Michigan bank.

Bank President Michael Williams said E&E did a great job. Fingeroot and her staff orchestrated the entire event, including a Survivor contest, videos made in advance and the reception, all at the Gem Theatre in Detroit.

"We needed really creative people to pull off what we wanted to do, which was handle a kick-off for a small business banking initiative. They did a terrilic job. We were so pleased," Williams said.

rate parties to Bar-Mitzms like centerpieces.

Laurie and Michael Nedelman
of West Bloomfield turned to
Events and Entertainment to
plan their daughter Erica's bat
mitzeah party last December.

They were so happy with the
way the business handled it that
they've hired E&E again for
daughter Alana's party Sept. 14,
2002.

They did everything right for
Erica's party," said the girls'
mother. "It was a wonderful
event. All of the details were just
right. We had a vision of what
we wanted for the first party and
Vicky and her team ran with it.

Fingeroet got her creative fingers in the event planning field
as a volunteer in 1988. She
found she was good at details
and creative planning, so she
started her own business.

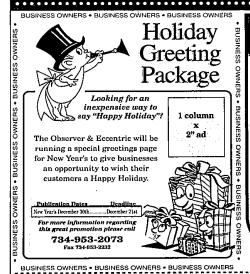
Since then, sho's developed
several loyal customers in addition to the Nedelmans.

E&E's current client list

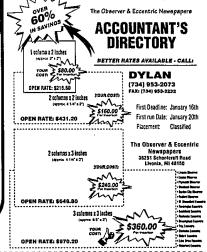
E&E's current client list includes the Barbara Ann Karmanos Cancer Institute, the McCarty Cancer Foundation, Michigan Gulinary Food and Wine Extravaganza, Atwoll-Hicks Corp., Siemans-Cerebus, Tam O'Shanter Country Club and several others, such as the U.S. Olympic Committee.

Anyone interested in talking to an event coordinator or to Fingeroot or Foce can contact the business in Farmington Hills at (248) 888-3835.

## FOR THE MONTH OF DECEMBER



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