



CAPPA & GRAHAM  
MEETING, EVENT & DESTINATION PARTNERS

# CappaGram



## Who Likes to Rock the Party?

We like to rock the party and so do our clients! That's why we were delighted to help our repeat client "Party Like Rock Stars" at the hip and happening W Hotel. Through close coordination with Team W, the creative use of light and ultra chic décor, we created an event that made all 600 Rockers feel like VIPs!

Paparazzi were out in full force to capture the celebrity crowd and many hearts were broken when mere mortals were turned away from the invitation-only event: no leather embossed Rock Star wrist band – no admittance! We took a WoW space, kicked it up a notch and gave everyone something to talk about. Who likes to Rock the Party? We like to Rock the Party!!!



## CAPPA & GRAHAM PARTNERS WITH SAN FRANCISCO'S NEW SPUR URBAN CENTER

**SPUR OPENS URBAN CENTER VENUE IN SAN FRANCISCO'S YERBA BUENA ARTS DISTRICT MAY 2009**

The San Francisco Planning & Urban Research Association (SPUR) will open its new, contemporary LEED-certified green [Urban Center](#), located at 654 Mission St., on May 29 with a community open house from 10 a.m. to 5 p.m. Designed to be a bright and airy space evoking the dynamics of living and working

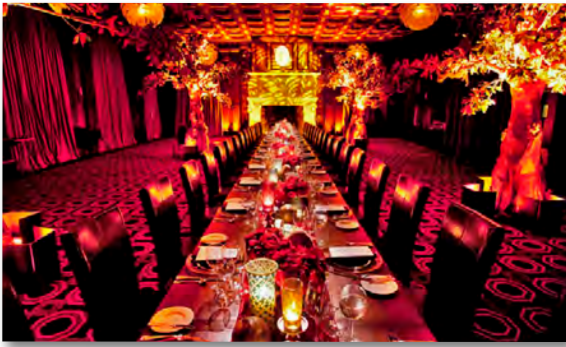
## CAPPA & GRAHAM WINS ADME BEST INNOVATIVE EVENT AWARD



Cappa & Graham's event "Green Street Meets Wall Street" was recognized as the Best Innovative Event in the \$200,001 and above category by the [Association of Destination Management Executives](#) during their annual conference in San Antonio, Texas. Our President and CEO, Linda Thompson, CMP, was on hand to receive the award, as were many of her DMC Network colleagues.

During the ADME Awards Gala three [DMC Network](#) companies were recognized for their expertise within the industry as voted by their peers. "Green Street Meets Wall Street" was designed and produced as a GREEN event and incorporated organic foods, intelligent transportation, composting, recycling and green suppliers during every phase of the program.

in San Francisco, this \$18 million facility will offer engaging exhibits detailing the urban planning process, be equipped with flexible seating and is perfect for hosting events, presentations, symposia, product launches, plenary sessions, and much more. The Urban Center will provide a unique backdrop to expand SPUR's public policy research, education and advocacy efforts in an exceptional gathering space, offering direct views of the dynamic architecture and street life that has become the trademark of the Yerba Buena Arts and Cultural District. Cappa & Graham was selected by SPUR to sell, market and manage events for the new Urban Center. For rental information, contact [Brendan Lange](#), SPUR Urban Center Manager at 415-850-1720.



## The Magic of San Francisco

You know it's a great event when VIPs photograph it with their cell phones! And that's just what happened when Cappa & Graham partnered with the San Francisco Convention and Visitors Bureau to produce the prestigious Customer Advisory Council Dinner on March 19. You can't go wrong when you assemble a top-notch team to turn your food, wine, light, décor, ambiance and entertainment dreams into reality.

Our team brought it all together and crafted an evening focused on partnership, friendship and the magic we create as meeting and event professionals. After casting a few spells and working our magic, the team delivered "the most elegant event I've ever attended," according to more than one guest.



For more pictures visit: [Magic 2009 photos](#)

### Quote of the Month!

"I wanted to take this opportunity to thank you for the outstanding job you did on our event. I know how hard you worked and your dedication to making this the best event ever certainly showed.

We had a record number of people and we were definitely the talk of the town, let alone the talk of the AAD.

SVP Corporate Communications

## CONTEMPORARY JEWISH MUSEUM (CJM)

### THE VENUE OF CHOICE

Why was CJM the venue of choice during the American Academy of Dermatology's 2009 San Francisco conference? Because that's where the conference's most elegant and sophisticated special event took place! Our repeat client – shh, can't tell you the name – asked us to produce the same elegance that we provided in 2007; this time in a new venue. Given the museum's location and intriguing design, we thought the CJM would be perfect to showcase the beauty and science that our client was known for.

The museum's clean lines, angles and surface area were perfect for capturing our lighting and décor enhancements. Fine foods, great music and an artist's appreciation for the combination of color, texture and style brought out a record number of guests and created just what the client wanted!



For more pictures visit: [CJM 09 photos](#)

## Where's Fluffy?

We hope you're having as much fun receiving the new Cappa & Graham holiday ecards as our graphic artist is having creating them!

Remember watching the St. Patrick's Day leprechaun jumping around on the Golden Gate Bridge?

If you can tell us where the Easter Bunny hopped in our latest ecard, your name will be entered in a drawing to win a fabulous bottle of California wine. (Bonus points if you can tell us the name of the movie we stole this article's title from.)

