

# Westside UCLA's Jonsson Cancer Center Foundation "Taste For A Cure" Fundraiser

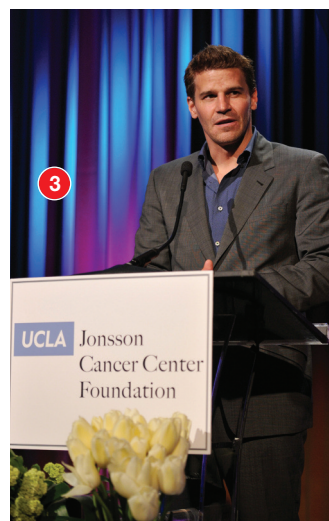
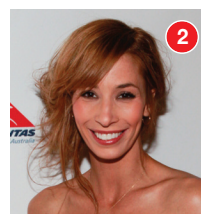
**U**CLA's Jonsson Cancer Center Foundation (JCCF) hosted its 15th annual signature fundraiser, Taste for a Cure, recently at the Beverly Wilshire Hotel. This year's event honored Comcast Entertainment Group President and CEO Ted Harbert with the Gil Nickel Humanitarian Award. Event co-chairs were Barbara Fairchild, Jon Holman, Larry Maguire, Jay Sures, and Dana Walden. Ryan Seacrest served as Honorary Co-Chair and presented the Gil Nickel Humanitarian Award to Ted Harbert. David Boreanaz introduced celebrity auctioneer Kevin Pollak and Lifehouse's Jason Wade and Rick Woolstenhulme performed. The gala raised more than \$475,000 for the Jonsson Cancer Center Foundation. This year's Taste for a Cure, an unparalleled, luxury wine and food tasting reception, celebrated "The Wines of Stags Leap District," world renowned for its signature Cabernet Sauvignon wines. Far Niente, Nickel & Nickel and Dolce, long-time event supporting wineries, served as honorary wine partners. Participation from eateries exemplifying the downtown restaurant revival included Bottega Louie, Church & State, Lazy Ox Canteen, Patina and Rivera. Since its inception, this event has featured the best in food, wine and entertainment in support of the fight against cancer.

**For information on UCLA's Jonsson Cancer Center Foundation, please visit [www.cancer.ucla.edu](http://www.cancer.ucla.edu); For information on Taste for a Cure, please visit [www.tasteforacure.com](http://www.tasteforacure.com).** ●



**Above: Ryan Seacrest, left, presented the Gil Nickel Humanitarian Award to Ted Harbert**

**Right: Gala Chair Larry Maguire with special 3-liter of Far Niente wine**



1. Celebrity auctioneer Kevin Pollak
2. Designer Merritt Elliot
3. David Boreanaz
4. Dr. Judy Gasson, Director of the Jonsson Comprehensive Cancer Center and honoree Ted Harbert

PHOTOS: VINCE BUCCI

# Ways to Market, On a Dime



**BY ERIKA SOMERFELD**

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**E**ver have heard the Einstein phrase "Imagination is more important than knowledge." Thriving in business today also depends on the ability to Budget. Here are 12 ways to help you imagine success without the excess:

**\* FAX.** Faxing at night is affordable even to hundreds of outlets. But before you stamp me "Ms. 1990," remember:

1. Business cards offer a fax number.
2. Your 8 X 10 message may compete with another fax, but your email will certainly compete with many, maybe hundreds. Use cool (but clear) fonts on faxes so they will be seen; fancy fonts on emails may not compute.

**\* E-newsletters R colorful!** Free and easy ways to reach people. Your *Subject Line* will determine if the reader opens your message, so make it marvelous! Something like: "In this edition: Celeb tips you can use, free organic samples, breakthrough products!"

**\* Free web sites.** [Herbeautysamples.com](http://Herbeautysamples.com) [Freestuffchannel.com](http://Freestuffchannel.com)

Freakyfreddies.com let you to link into their powerful portals (a million visitors a day)! But you need a viable prize giveaway on your site to be added. I used Freaky Freddie's when I started a web site in 1998. It brought in huge traffic.

**\* BLOG.** It brands you as an expert in your field, forces you to be on top of new innovations, keeps you in the game and costs nothing! Try these:

1. [Blogspot.com](http://Blogspot.com) attracts beauty buffs
2. [beautyblognetwork.com](http://beautyblognetwork.com) for pro pals!

**\* Take great pics.** Even on a less than perfect budget, aim to shoot better ones. A client almost lost national press due to car reflections in the shot and images deemed unusable in print magazines.

**\* Co-Brand with non-competers.** A hair salon at 2000 Main Street and a nail salon at 2300 Main can refer clients and it's good marketing, free and all you need are business cards and a promotion

in place for ready referrals.

**\* Hire interns.** For college credit, teach them what you need them to learn. They get valuable experience.

**\* Free salon directory listings.**

1. [Searchhairstylist.com](http://Searchhairstylist.com)
  2. [Hairdirectory.us](http://Hairdirectory.us)
- list your salon in specific categories such as Hair extensions or Weaving.
3. [Newyorkcityhairsalon.net](http://Newyorkcityhairsalon.net) allows your press release to be seen by hundreds of potential clients. Don't forget your free business listing at [yellowpages.com](http://yellowpages.com)!

**\* EVENTS Entertain!** Adding a newsworthy element to an event doesn't cost much and gives prelude to press. Saints Salon in Santa Monica collected hair clippings as part of the Matter of Trust organization, where hair mats are made to help collect oil from the ocean due to the recent Gulf disaster.

**\* Be eco-friendly:** Use both sides of a piece of paper. Set your internal office Printer on 'Draft' quality to use half the ink. Have employees bring their own coffee cups. \$100 saved in using non-bio-degradable supplies can buy an ad with a local newspaper!

**\* Trade services.** Bartering goes back to the caveman days. Everything from hair cuts to retail to restaurants will do barter. Find out who is up for it and enjoy the perks. I've traded professional services for years!

**\* Storefront attention!** Notwithstanding clowns, storefront happenings are happening. Assign a few (already being paid) employees to stand and sample-sidewalk style! Gather email names which are marketing gold; add a dash of free iced tea in gold paper cups, stand out promotional combs and free bang straightening (with for-sale irons) and you have yourself a fun, free fiesta! ●

*Erika Somerfeld has owned The Beauty Channel since 1993. 310-441-4865 or 310-980-0639 [beautychannelstore.blogspot.com](http://beautychannelstore.blogspot.com)*