

vitamin[®]

Cure for the Common Brand[®]

MEDIA KIT



*Identity ** Print ** Interactive ** Public Relations*



01-23-09

Dear Kimpton Team,

Thank you for considering Vitamin to publicize the opening of Royal 1890 in Baltimore. We are very excited by the opportunity to partner with you!

To re-cap our conversation with Christy Heron-Clark, Vitamin is an award-winning design and marketing boutique focused on enhancing brand perception through the creation of identity, print, interactive, and PR strategies. Across each of those service offerings, Vitamin follows best industry practices in order to create, implement, and monitor success. This best practice model ensures that our clients receive stellar customer service and expectation management as well as work that is high-impact, sales-focused, and message-driven. This is what we call the Cure for the Common Brand®.

Vitamin's experience in consumer products -- particularly in the restaurant/hospitality/food industry is strong. A few examples of our relevant experience includes having collaborated with these businesses:

- Apio, In./ Eat Smart® brand foods
- Baltimore Area Convention and Visitors Association (BACVA)
- Big Steaks Management
- Blue Sea Grill
- Havana Club
- Ichabod Lounge
- La Fontaine Bleu/Truffles Catering
- Manos Diner
- McCormick
- Ruth's Chris Steak House (Maryland locations)
- Under Armour

Our executive team grew up working in family-owned businesses within the restaurant industry. I personally grew up working in my father's 24-hour diners and higher end restaurants -- doing everything from washing dishes to managing the front of the house. Starting at the age of six, Vitamin's president and CEO Michael Karfakis, worked side-by-side with his family in their industrial catering business, natural foods store, and wholesale natural/gourmet foods company.

That gives you a little flavor for Vitamin's background. Enclosed you will find more details on our story and specific examples of our PR/marketing programs. We welcome the opportunity to meet with you in person when the time is right. In the meanwhile, we will stay connected with you through Christy.

Sincerely,

Amanda Karfakis

VP of Communications

office: 410-732-6542 ext. 22
cell: 410-627-4098

Firm Description

Overview

Vitamin® is the *Cure for the Common Brand®*, a design and marketing boutique that intensifies the strength and awareness of each client's brand by taking a holistic approach to the creation of identity, print, interactive and public relations programs. We are the first boutique in the mid-Atlantic to integrate each of these services under one roof and to manage them all according to best industry practices. This approach results in stellar customer service, incomparable expectation management and work that is high-impact, sales-focused and message-driven.

Design & Brand Management

Vitamin's ability to work seamlessly through print and digital media means that client marketing materials are congruent and complementary from one medium to the next. This means a more unified, clear and succinct message that works across multiple mediums to convey the client's core value and difference through an aesthetic that sets them far apart from the competition.

Public Relations

Through public relations, Vitamin works with target media and influencers to build client brands. We tell powerful stories through clearly articulated messaging that educates target publics, raises awareness, generates credibility, and helps manage crises. It is through ongoing research, public outreach, reporting, and analysis that Vitamin positions clients to gain superior share of mind.

For examples of our work, please visit:

<http://www.vitaminisgood.com>



Michael Karfakis - President / CEO

From his earliest days, Mike knew he'd own his own business. The entrepreneurial streak runs in his family. Watching his father grow a business, he knew that he had inherited the family gene. Before he could go out on his own, though, Mike understood that he needed to gain experience.

He got his start with the nation's premier credit card company, MBNA. A consistent top performer, Mike parlayed his success into an operations management position with a design and marketing firm called Impreza Design. Later acquired by one of the Baltimore region's leading marketing / design / technology companies, G1440, Mike transitioned through as new media operations manager. There, while managing creative teams for Fortune 500 companies, he noticed again and again how his clients' brands, often in the hands of various and not always cooperative vendors, lacked consistency across the print and digital media. Right then, he knew there was a better way. Soon after, the idea for Vitamin - the Cure for the Common Brand - was hatched.

"I saw a need for a company that handles both printed and interactive design cohesively and with as much respect to process as possible. More importantly, with as much respect to the client's success." Today, Vitamin has helped countless companies throughout an array of vertical markets. Vitamin's ability to create cohesive brands across mediums has resulted in numerous success stories and noteworthy growth for its clients.

As CEO, Mike's entrepreneurial background serves him well. With every new client, he brings a sense of ownership to the job. "We care about the client's company as if it were our own," he says. That means taking the time to learn a client's sales cycle, their revenue streams, and most importantly, their long-term goals.

"I started up Vitamin," he says, "because I am a people person. I care deeply about my clients' success, and I want to execute work that blows them away. At the end of the day, I want everybody to succeed -- our clients, our employees, and our company."

Amanda M. Karfakis - VP of Communications

Most PR professionals break into the business after college. Amanda Karfakis got her first break at age 10. Born to a family of Greek immigrants (from Sparta), Amanda grew up in the public eye. "I practically lived in my family's diner," she says. She ran the cash register in fifth grade. During her teens, she mastered the art of communicating with the public, from promotion to community relations to damage control. Interacting with hundreds of people daily, she found she had magnetism, a knack for making a diversity of people feel comfortable.

After graduating from Towson University with a degree in business and marketing, she landed a job with one of the country's top 100 design firms, Gr8. Through a fluke of events, including the sudden resignation of the PR director, Amanda found herself in charge of Gr8's corporate communications. She was called before Gr8's CEO and told, "You're it, kid. If you want it, you can take over this department and make it happen."

Four months out of college, Amanda was promoted to Gr8's director of public relations. There, she managed a PR department that weathered the company's tremendous growth and slow collapse. While Gr8 prospered, she worked for local and national accounts. As Gr8 slowly unraveled (and jilted workers took their stories to the press), Amanda gained invaluable crisis communications experience. When Gr8 closed shop in 2001, she took her contacts and moved on to Planit, Inc. There, she launched and managed the PR department, overseeing its growth into a highly profitable enterprise within her four-year managership at the agency.

Today, Amanda has more than ten years' experience in business and marketing. She's worked with international, national, and regional clients such as the American Diabetes Association, Baltimore Ravens, Cambrex Bio Science, EMG, Lee's Ice Cream, Six Flags, Tourism Ireland, and XLHelath (just to name a few).

As Vitamin's vice president of communications, she delivers proven business and media savvy to the agency's growing list of clients. "We frequently collaborate with clients on more than just marketing programs," she says. "True strength in brand can only be achieved when all functions of a business work together...and properly. We believe in establishing and implementing the best strategies - general business, marketing, or otherwise - to help our clients achieve unparalleled success."

Big Steaks Management



— public relations program

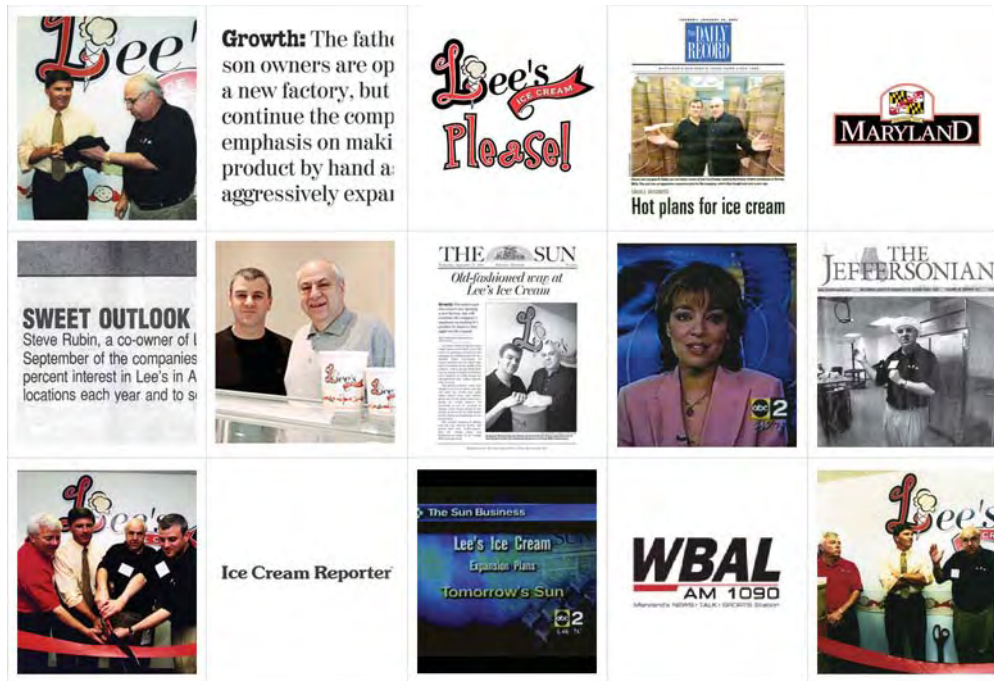
Acclaimed restaurants. Well-known restaurateurs and philanthropists. An established brand and message. For Big Steaks Management, the pieces were in place but their restaurants lacked media buzz that could accurately and effectively tell their story. Vitamin's ongoing media relations strategy is bolstering exposure among consumers for the Big Steaks product family. Vitamin is proactively building media relationships and professional association alliances to reclaim Big Steak's position in the market. Recent features in Cigar Aficionado, PRWeek, Restaurant Hospitality, and numerous online trade and consumer press are helping to return Big Steaks' restaurants, executives, and philanthropic initiatives back to the spotlight.

About Big Steaks Management

Headquartered in Pikesville, Md., Big Steaks Management, LLC operates Ruth's Chris Steak House restaurants in Annapolis, Baltimore (Water Street and Pier 5) and Pikesville, Md., as well as in Cary, NC, and Atlantic City, NJ. Big Steaks Management also operates Babalu Grill, Blue Sea Grill and the Havana Club in Baltimore, Md., and The Crystal Room in Pikesville, Md. The company currently employs more than 800 people in Maryland, New Jersey and North Carolina.



Grand Opening Media Blitz



Ailment

For decades, Lee's Ice Cream was a Maryland tradition. After the death of its founder Lee Garfield, the super premium ice cream lost the strong identity it had once enjoyed with consumers. Enter Jacques and Steven Rubin – two bioscience entrepreneurs with a love for ice cream. The Rubins rescued Lee's Ice Cream from a virtual meltdown – the new owners were visionaries who knew the brand was strong enough to refreeze warm tongues.

The Rubins believed that publicity would be a key factor in announcing their expansion plans to offer nationwide franchise opportunities and the future sale of pints in convenience and grocery stores. Yet, 15 days prior to the Lee's Ice Cream grand opening, the facility did not accurately reflect the brand or the tone of the ice cream experience. Neither an invitation nor promotional materials had been prepared. Worse yet, zero publicity efforts were underway. With tightly packaged and well branded competitors like Ben & Jerry's, Lee's Ice Cream was headed for another meltdown. Something needed to be done – and fast.

– prescription and cure provided on next page

Perscription

1. Quickly develop a sound strategy for publicizing the launch of the new Lee's Ice Cream facility and announcing the company's plans for expansion
2. Determine a creative means for reflecting the client's brand throughout the facility during the grand opening celebration
3. Guarantee 50 attendees at the grand opening celebration
4. Coordinate with Governor Robert Ehrlich's office for his appearance and speech; ensure consistency of his messages with those of Jacques Rubin
5. Generate a buzz around Lee's Ice Cream and position the company for continued success beyond the grand opening event

Cure

In the ice cream business, meltdowns are unacceptable. To freeze things up, a plan was developed to invite leaders from regional government, schools, retail stores and other high profile organizations to Lee's grand opening. The result: attendance doubled the client's goal.

The Lee's Ice Cream facility was transformed into a fun, upbeat, 50s style diner environment where guests could enjoy the total Lee's Ice Cream experience. Uniformed employees greeted guests and served bottles of root beer and homemade ice cream from a Lee's Ice Cream truck festooned with balloons. High impact areas for facility tours were identified and the 50s theme was carried throughout. Governor Ehrlich was present to officially welcome Lee's Ice Cream into business and cover stories were garnered from media outlets as large as the *Baltimore Sun*. Lee's Ice Cream wanted to be the big scoop. An effective PR campaign paved the way.

- Issued a media advisory and conducted an aggressive call campaign to regional dailies, weeklies, and television stations. Created a tremendous media buzz before and after the event.
 - Secured cover stories with the *Baltimore Sun* and *The Daily Record*, which ran the day of the event (reaching a combined circulation of more than 311,000 readers)
 - Secured a WMAR-TV (local ABC affiliate) spot announcing the day's events (31,000+ viewers)
 - Generated talk value with mentions in multiple industry trade publications (reaching nearly 30,000 readers)
 - Generated buzz by securing editorial mentions in 13 regional print and broadcast outlets
- Prepared compelling remarks for Jacques Rubin to reintroduce the Lee's Ice Cream brand at the grand opening and ensured the delivery of an equally powerful speech by Governor Ehrlich. Ehrlich officially welcomed Lee's Ice Cream to its new facility and he further acknowledged the company's contribution to Maryland in his annual "State of the State" Address four months later
- Two weeks following the grand opening, we used the 50s diner theme at "Taste of Baltimore," a major local event that reintroduced the Lee's Ice Cream brand to thousands of consumers and reinforced the client's message with attending press.
- The PR team conceived and executed a year-long community relations program, called "Scoops for Success." The program rewarded youth excelling in academics, sports and philanthropy with a free ice cream party. "Scoops for Success" was a hit, generating talk value among target audiences throughout the region.

House Of Ruth Maryland



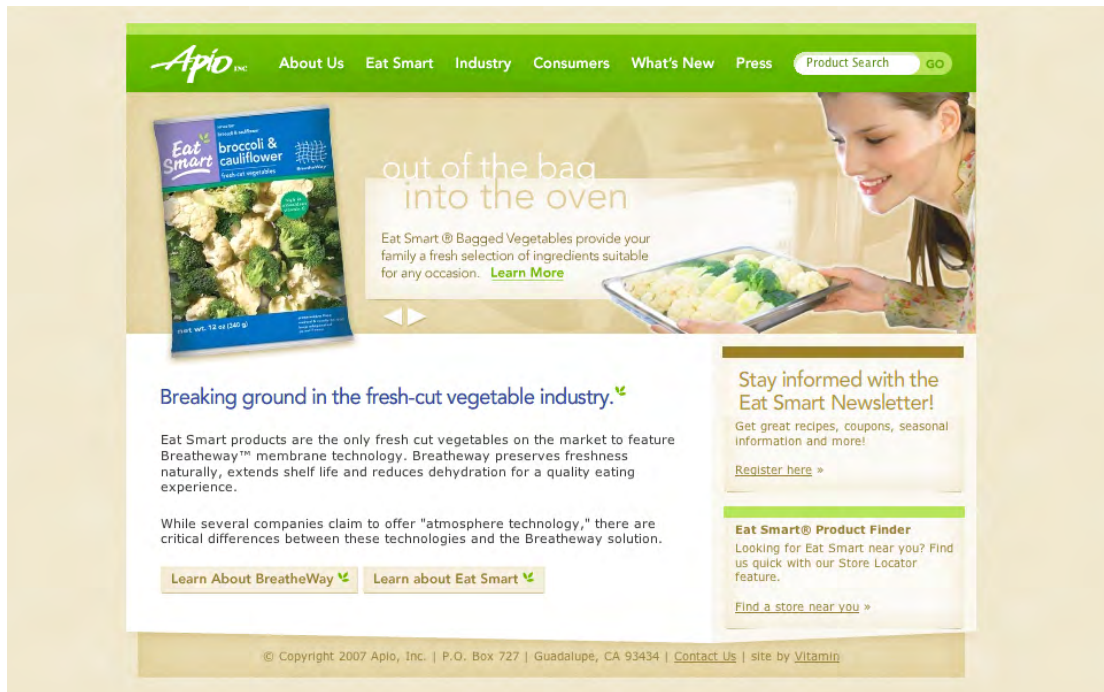
— public relations program

House Of Ruth Maryland, the state's oldest domestic violence program, is no stranger to media exposure. Their experts are frequently asked to comment on tragic news events. However, their 30th anniversary presented a new, positive public relations opportunity. House Of Ruth Maryland hired Vitamin to publicize "A Line In The Sand," a traveling photographic exhibit chronicling Maryland's fight against domestic violence and the people who have led the way over the past 30 years. Tasked to drive traffic to the exhibit and to bolster awareness of people who have made a positive difference in the life of battered women and children, Vitamin's strategic media pitching helped tell victims' stories and communicate the exhibit's political, legal, and artistic significance. The exhibit's heavily publicized opening reached over 3.5 million people through extensive feature coverage in noted local and regional media, including The Annapolis Capital, Baltimore magazine, Style, The Baltimore Examiner, The Daily Record, Fox 45's "Hometown Hotspot," NPR (local), and Maryland Public Television. Furthermore, a Vitamin-arranged speaking engagement secured a showing of the exhibit at the University of Maryland, and continued outreach is promoting the exhibit as it travels across the state. To date more than 40,000 people have crossed the threshold where "A Line In The Sand" has been on display for less than four months.

About House Of Ruth Maryland

House Of Ruth Maryland is the non-profit organization that provides the most comprehensive services for victims of domestic violence in the state of Maryland. House Of Ruth Maryland leads the fight to end domestic violence against women and their children by confronting attitudes, behaviors and systems that perpetuate it, and by providing victims with the services necessary to rebuild their lives safely and free of fear. Since its founding in 1977, House Of Ruth Maryland has helped more than 100,000 victims through its shelter, 24-hour hotline, counseling, outreach, training and legal services.

Apio, Inc.



— web system home page

Apio's web system serves to transcend Apio's brand to the web as that of a fresh, innovative industry leader. Content and information architecture were designed to cater to all constituents; consumer and wholesale. Product photography was closely art directed in order to convey the fresh, natural goodness the EatSmart® consumer has grown to know and identify with.

— <http://www.apioinc.com>

Winner: Baltimore Advertising Association - Addy Award of Excellence Citation

About Apio

Founded in 1979 and headquartered in Guadalupe, California, Apio markets a nationally distributed, full line of whole vegetables, fresh-cut vegetables and bananas, under the Eat Smart® brand. Since 1996, Apio has marketed a complete line of fresh cut vegetable products using its proprietary Intelimer specialty packaging. Intelimer provides the ideal atmosphere within the package to extend shelf life and preserve the freshness of the produce. This also allows the company to distribute its products without ice. In addition to fresh cut bagged vegetables, Apio has a full line of fresh cut vegetable party trays packaged with Intelimer specialty packaging.

Apio, Inc.



— logo identity

This seal was designed to commemorate Apio's 25th anniversary celebration and was used as a co-branding component that demonstrates Apio's success, innovation, and unique product line. The seal was leveraged on promotional marketing material and Apio's corporate web system. It was also used at Apio's 25th anniversary corporate celebration party that included invitations extended to Apio's vendors, clients, and strategic partners.

About Apio

Founded in 1979 and headquartered in Guadalupe, California, Apio markets a nationally distributed, full line of whole vegetables, fresh-cut vegetables and bananas under the Eat Smart® brand. Since 1996, Apio has marketed a complete line of fresh cut vegetable products using its proprietary Intelimer specialty packaging. Intelimer provides the ideal atmosphere within the package to extend shelf life and preserve the freshness of the produce. This also allows the company to distribute its products without ice. In addition to fresh cut bagged vegetables, Apio has a full line of fresh cut vegetable party trays packaged with Intelimer specialty packaging.

December 15, 2008 // THE ECONOMY

Firms cutting back on holiday parties

by LIZ FARMER

It may be the season to be jolly, but for many businesses there hasn't been much to celebrate this year.

With the tumbling economy forcing many companies across the state to scrutinize their budgets, holiday party funds have been gouged -- and the restaurants that house and cater the events are feeling the pinch to the tune of a projected 15 percent drop in business for December.

"The cutbacks have definitely affected us this year," said James J. King, owner of The Rockfish in Annapolis and Kaufmann's Tavern in Gambrills. "We've probably lost about 10 to 12 percent of our repeat business this year. And the companies that are getting back, they're cutting the pricing way down."

King, who also represents Anne Arundel County as a Republican member of the Kaufmann's Tavern, said it hasn't been unusual this year for his corporate clients that would have paid \$7,000 for a catered and staffed event to cut down to about \$1,000 for food setup and delivery to an office party. He said his dining room sales at both restaurants were down about 15 percent going into December.

The story is the same for parties that are held in establishments like King's. Celebrations that used to include lobster, rib eye and an open bar have turned into chicken, roast beef and a drink ticket in the wake of the 2008 financial crisis.

David Sadeghi, chief operating officer of Big Steaks Management LLC, said he's seen a shift in bookings from December to January to save on costs.

"We've also seen an increase in lunch bookings and a decrease in dinner ones," said Sadeghi, who's company operates nine Ruth's Chris Steak House restaurants in the mid-Atlantic as well as Babalu Grill, Blue Sea Grill, and Havana Club in Baltimore.

"So certainly we have lost some of that revenue because with the income coming down, our profits for each event are affected," he added.

Companies everywhere have cut back on their party budgets this year, from cancelling the event entirely to reducing its magnitude. According to the executive search firm Battalia Winston Amrop, which surveyed 108 companies, a 20-year low of 81 percent answered they will host a holiday party this year. The low surpasses 83 percent during the post-9/11 season in 2001 and 82 percent during the 1991 recession.



James J. King, a republican in the House of Delegates and owner of two Anne Arundel County restaurants, says his dining room sales were down about 15 percent going into December.



David Sadeghi, chief operating officer of Big Steaks Management, says he has seen a shift in holiday party bookings from December to January to save on costs as well as an increase in lunch bookings and a decrease in dinner bookings.

(continued...)



December 15, 2008 // **THE ECONOMY** (...continued)

With the stock market losing more than one-third of its value since Jan. 2 and 1.9 million jobs lost since last December according to the U.S. Department of Labor, businesses in just about every sector have felt the sting. But the credit crunch has placed particular strain on the financial, real estate and auto industries.

In Baltimore, Legg Mason Inc., which has cut nearly 100 corporate jobs and seen its stock value drop more than 75 percent this year, has cut down to small office gatherings this month, according to spokeswoman Mary K. Athridge.

"It is absolutely budget-related," she wrote in an e-mail.

Commercial Interiors Inc., a construction and contracting company in Hanover, has foregone its usual holiday bash and opted to give cash gifts to its employees and present them at an informal, uncatered gathering.

Corporate Relations Manager Donella Johnson said the budget for past parties typically reflected the company's success that year, ranging from an elaborate sit-down dinner with indoor pyrotechnic entertainment in 2001 to last year's catered masquerade ball held at the Maryland Zoo's Mansion House.

"I'm going to miss having the event, it's the one night we get to see all our employees in one place and meet their [families]," she said. "As much as people appreciate that we're doing something great with the money they're really missing the event this year."

According to the Maryland Restaurant Association, many companies are also going the gift card route this year and passing them out to employees in lieu of a company-sponsored party.

Although President Paul Hartgen couldn't estimate by how much gift card sales had gone up this year, he did say the average amount per purchase was \$25.

"People pool that to go towards a night out, and it still kind of fits the bill," he said.

Companies in every sector are looking for ways to save on costs this year, according to Dick Williams, culinary advisor for OPENForum.com, a small-business resource. Williams said that switching from a dinner to lunch outing can save as much as 50 percent off the final bill, and delaying the party until January can save 15 to 20 percent.

Companies are also saving by going from a fully staffed and catered event to having an office buffet.

"You save 50 percent or more by doing that," said Edward L. Dopkin, owner of Baltimore restaurants Miss Shirley's Cafe and Alonso's and a co-owner of Classic Catering in Owings Mills. "We set up the food and it's ready to eat, but you save money by not having the labor and other costs."

Dopkin said that while his catering business -- which also peaks in May and June -- is not as affected by the corporate cutbacks this month, profits at his restaurant businesses are down compared to the last holiday season.

Dopkin didn't want to be specific about the drop in business until the month was over but did say, "I'm just hoping it's not 10 percent."

Low December profits don't just affect that month -- according to Williams, many restaurateurs rely on the year-end

(continued...)



December 15, 2008 // **THE ECONOMY** (...continued)

financial boost they get from holiday parties.

“Basic sales cover expenses and a little profit at the bottom ... the last three months of the year and the corporate entertaining that happens, a lot of that money falls to the bottom line,” Williams said. “So that extra boost can really make the difference between a good year, a mediocre one or a losing year.”

In response, restaurants are taking steps to draw in more business, even at a lower profit margin. Big Steaks, for example, has started offering fixed-price menus at its four restaurants ranging from \$30 to \$75 per person to attract more diners and give banquet planners more affordable choices.

“We had no choice,” said Sadeghi, of the decision to lower prices. He added that they started to see a lag in booking by late summer, and Big Steaks wanted to do something to be innovative.

“We want to do whatever we can to bring guests back in,” he said. “We went to customers from four years ago, calling them and telling them about our new prices.”

Dopkin said that in October his companies began calling clients that had tentatively scheduled an event to make them aware of where they could cut costs and still keep their party.

“You don’t have to spend \$30,000, but you can spend \$18,000 to \$20,000 and still have a wonderful party,” he said. “Just because you’re spending half as much money doesn’t mean you’re going to have half as good a party or we wouldn’t do it.”

Williams said cutting prices is necessary during these times to hang on to business, but it requires more work for a restaurant to break even.

“That gets people in the door but it doesn’t necessarily bump sales up to where they were last year,” he said. “So that’s the challenge going forward.”

Rising food costs and the trend of less consumer spending has restaurant owners buckling up for what will continue to be a bumpy ride next year. Owners said the tougher times have them poring over their budgets to look for any unnecessary expenses first, before considering passing off their increased costs to customers or resorting to layoffs.

But King said he already has had to lay off at least five employees this year -- about 10 to 15 percent of his labor force and mostly in management -- between his two establishments. He predicts that others will be forced to do the same in 2009.

“Really that’s where you kind of have to go and make your cuts,” he said. “You can’t raise prices in this economy.”

Hartgen, on the other hand, was more upbeat. He noted that because Maryland’s unemployment rate is below the national average of 6.7 percent and the state has a high number of government jobs, the restaurant association is predicting Maryland restaurants will outperform the national average in 2009.

But just how restaurants will be faring by the next holiday season, he declined to say.

“There’s so many things going on I don’t think anyone can make a decent forecast,” Hartgen said.

December 15, 2008 // **METRO BUSINESS**

Downturn Puts Damper on Holiday Parties

by ANITA HUSLIN

Washington Post Staff Writer

For one of his best corporate clients last year, party planner Kelly Jenkins transformed the boardroom and two floors of the downtown D.C. bank into a warren of themed spaces: a gingerbread room, candy shop, a winter wonderland and modern lounge.

This year, he'll set up a couple of buffet stations and a smattering of decorative lights in a much smaller space. The budget has been halved, the guest list cut by a third. Three of his other biggest customers have gone from throwing elaborate after-hours events off-site to moving furniture around and hosting cocktail parties in their offices. Yet another asked that Jenkins make his party look as low-key as possible, regardless of the overall price.

"He told me, 'I don't care what I spend, it just can't look like I've spent a lot,'" said Jenkins, founder of Capital Decor & Events in Beltsville. "A lot of his clients have lost a lot of money in the stock markets."

In this new age of economic austerity, companies are forgoing black-tie dinners in favor of cafeteria-catered punch-and-cookie affairs. To save cash, executives are hosting company parties in their Potomac and McLean homes. Fannie Mae canceled its party. The Federal Reserve never got around to planning one. Freddie Mac is doing conference-room get-togethers in lieu of restaurant and hotel soirees. Even local hotels and catering companies are scaling back their parties as they look forward to inaugural bookings to boost business early next year.

Facing uncertainty about year-end revenue, grim economic forecasts and the possibility of layoffs, some companies are going philanthropic, skipping the holiday party and donating the money to charity. Office Movers has canceled the annual holiday party at the home of chief executive John M. Kane, donating half of the savings to D.C. Central Kitchen and organizing a food drive. Marriott is setting up employee service events at local soup kitchens.

Those who are spending are asking caterers to dress down the servers and forgo the orchid garnishes. Nouveau meatloaf is more likely to show up at the table than Chateaubriand. Donuts may stand in for truffles and petit fours.

"Those who still have money to do something want to entertain without making people feel badly or look like they're spending a lot of money when things are kind of difficult," said Peter L'Heureux, chef and owner of Cuisine Mondiale in Upper Marlboro. Business is down 75 percent this month because of several large client cancellations -- the Federal Reserve, a local health-care company, and a couple of firms in the construction and real estate business. August was a booming month for him, as more people stayed in Washington instead of going to Martha's Vineyard and entertaining, so he hopes revenue will still hit last year's level.

"A lot of my regular clients are forgoing the parties or going the Costco routes," he said. With 90 percent of his business repeats and referrals, he tries to help them by not charging equipment rental and by trimming delivery fees. "I've probably taken a cut in terms of my profit, but I want to not charge my clients more," he said.

Other signs of corporate ambivalence about seasonal festivities: Party plans are coming together at the last minute, and hosts are trying to negotiate prices down to the penny. Lighting is often the first thing to go, say firms that provide those services, as are extras like daiquiri machines, champagne cascades and extravagant floral arrangements.

"When people are having a party, they need food and alcohol, and lighting doesn't always seem to be something they

(continued...)

November 25, 2008 // **BUSINESS**

Ruth's Chris Steak Deal for Black Friday Shoppers

by DAN THANH DANG

If all that shopping on Friday leaves your legs a little wobbly from hunger or you're feeling tired from spending too much dough (now now, remember to be sensible about it), you might want to head on over to Ruth's Chris Steak House.

Why? Because Ruth's Chris is inviting shoppers to come relax, savor and save with them on Friday and Saturday because they're offering one complimentary Petit Filet or New York Strip Steak with the purchase of another entrée.

Restaurants are open for dinner on Friday and Saturday from 5 pm to 11 pm. Here are the many locations:



Annapolis - Eastport Ruth's Chris Steak House 301 Severn Avenue 410.990.0033

Baltimore - Ruth's Chris Steak House (Pier 5) 711 Eastern Ave 410.230.0033

Baltimore - Ruth's Chris Steak House (Water Street) 600 Water Street 410.783.0033

Pikesville - Ruth's Chris Steak House 777 Reisterstown Rd. 410.837.0033

Comments

> Posted by: TS1 | November 26, 2008 11:39 AM

Do you know if there's a coupon or something that you need? Or do you just show up and get the deal?

DD: TS1, all you do is show up and get the deal, according to what Ruth's Chris peeps tell us.

> Posted by: janna | November 26, 2008 8:01 PM

Starting on Black Friday and throughout the holiday shopping season, Ukazoo Books in Towson has a gift card promotion. If you buy a \$25 gift card, you get a \$5 gift card for free. It could be put on a second card, or just added to the original \$25 gift card for a total of \$30.

Ukazoo Books, 730 Dulaney Valley Rd, right across from the Towson Mall, in the Superfresh Shopping Center, next to Record and Tape Traders!

DD: Thanks Janna.

> Posted by: janna | November 26, 2008 8:03 PM

Oh, and Ukazoo has an ongoing promotion of Buy 3 Books, Get 1 For Free!

(continued...)

December 15, 2008 // **METRO BUSINESS** (...continued)

think they need," said Eric Hertszh, design and sales associate for Frost Lighting in Lorton. "It sometimes seems to be near the bottom of the food chain."

Mitch Rotker, founder of District-based Smoothie Time, a specialty catering company, has seen the cost of European chocolate for his chocolate fountains go up, the price of Italian espresso increase 50 percent, and nearly a dozen cancellations in the past several weeks. Rotker expects a 15 percent decline in business this year and cringes when caterers he's working with ask him to help trim costs when they are squeezed by clients.

"I try to help them out, but we just can't offer the same service for less money," he said. "Everything costs more for us, too."

Nevertheless, some companies have decided that holiday parties will go on. Sometimes, with the cost of forfeiting deposits, it makes more sense to celebrate. Others calculate that recognizing the season, even if in toned-down fashion, is important for corporate morale.

"When staff gets a company e-mail saying the party is canceled, the first thing they think is that things must be pretty bad. It confirms their fears about job security," said Larry Weaver of Larry Weaver Entertainment, who books music and other entertainment for D.C. area parties. "Your top performers may start sending out résumés."

The companies that often play host to parties are cutting back on their own. Marriott and Big Steaks Management, a restaurant management company, had agreed to hold holiday events at each others' venues for a two-year period. But then the economy started to tank.

Three weeks ago, Big Steaks decided to hold its holiday party for 450 employees and guests at one of its Ruth's Chris Steak House restaurants, thereby saving \$25,000.

Marriott, meanwhile, invited its corporate employees to sign up for a morning of serving free meals at D.C. Central Kitchen, then attend lunch at one of the executive's homes in Chevy Chase -- catered by the staff of Central Kitchen. This year's party will cost two-thirds less than last year's, Marriott says.

Throughout the region, a refrain is being repeated among event planners: January will be better.

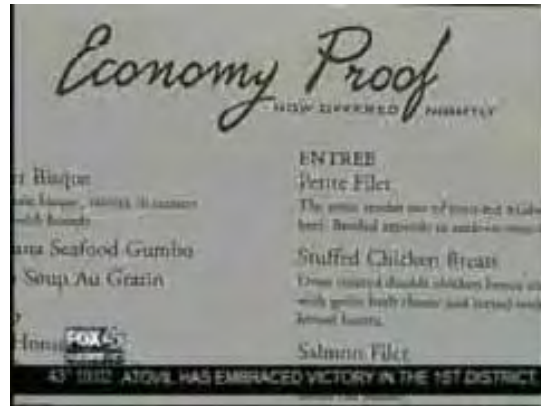
"We are extremely fortunate in Washington to have the inauguration," Jenkins said. "If we did not have that, it would be a lot more dismal for a lot of businesses."

Many companies, he and others said, are hoping January parties will help save them next year.

"I'll be able to at least break even in the first quarter because of inaugural parties," said Peter Grazzini, head of Landover-based party supply rental company Perfect Settings. "It's a huge deal, because I'm usually half a million bucks in the hole at the end of the first quarter."



November 13, 2008 // **AIRTIMES: 8:30PM, 11:00PM**



November 13, 2008 // THE LIST

baltimore**examiner**.com**POSH DATE**

- 1 Get handsy for charity:** Hands Across the Americas will hold its 8th annual Fundraiser Gala to fund health care for children and families in developing countries throughout the Americas. The festivities will include silent and live auctions, dancing to Tony Berry and New Money, dinner and an open bar. **Details:** 7 p.m. to 11 p.m. Friday, Valley Mansion, 594 Cranbrook Road, Cockeysville; \$200; 410-561-8054, handsata.org.
- 2 Fine dining for fine price:** Consider the fixed-priced meals at Blue Sea Grill and Ruth's Chris Steak House. The affordable, multi-course meal at the Blue Sea will cost \$29.95 and includes a choice of lobster bisque or chopped salad. All entrees are followed by apple pie for dessert. Meals at Ruth's Chris are \$35.95. Guests select a choice of soup or salad, entrée and accompaniment. **Details:** 5 p.m. to 10 p.m. Monday through Thursday, 5 p.m. to 11 p.m. Friday and Saturday; Blue Sea Grill, 614 Water St., Baltimore; \$29.95; 410-837-7300 or visit bluesagrill.com. Hours for Ruth's Chris Steak House vary by location; four locations throughout Maryland; \$35.95; serioussteaks.com.
- 3 The ultimate love story, opera style:** Charles Gounod takes Shakespeare's timeless tragic love story to a whole new level in his interpretation of "Romeo and Juliet" filmed at the Salzburg Festival in 2008. Jonathan Palevsky, program director of WBJC 91.5 FM, Baltimore's Classical Music Station, will give a 15-minute introduction to the opera before both

October 30, 2008 // **OUT & ABOUT**

OUT & ABOUT

Swinging for a cure

The Ruth's Chris Steak House Sizzling Celebrity Golf Classic, held Sept. 23 at Chestnut Ridge Country Club in Lutherville, raised more than \$300,000 for the Maryland Chapter of the Leukemia and Lymphoma Society.

PHOTOS COURTESY OF VITAMIN

David Sadeghi, chief operating officer, Big Steaks Management; **Tom Matte**, Baltimore Colts (retired).



Brent Harris, anchor/reporter, Comcast Sports Net; **Peter Schmuck**, sports journalist, Baltimore Sun and WBAL-AM.



Howard Stevens, Baltimore Colts (retired); **Paul Blair**, Baltimore Orioles (retired); **Larry Brown**, Washington Redskins (retired).



Steve de Castro, local franchisee, Ruth's Chris Steak House; **Daniel Wilcox**, Baltimore Ravens.



October 5, 2008 // ENTERTAINMENT

SCENE AND SEEN

Fundraiser a bit painful for radio's Anita Marks

ANNE BOONE-SIMANSKI

For 11 straight years Steve de Castro, CEO and owner of the Ruth's Chris Steak House-Big Steaks Management, has been blessed with gorgeous weather for his annual "Sizzling Celebrity Golf Classic," held at the Chestnut Ridge Country Club in Lutherville to benefit the Leukemia and Lymphoma Society's Maryland Chapter.

Armed with a yummy beverage and a charged-up golf cart, we made the rounds, spotting Ravens players present and retired, including Mark Clayton, Corey Ivy, Jonathan Ogden and Brad "Bearcat" Jackson, along with Channel 13's Don Scott, Towson University men's lacrosse coach Tony Seaman and former Baltimore Colts great Tom Matte.

Caught up with Big Steaks COO David Sadeghi, whose feet were firmly planted on the ground and still trying to convince yours truly to join him skydiving. Met up with the owners of Life Fitness Physical Therapy — Dan Gardner, Josh Gochnauer and Brian Weisman — who hit it big by getting Anita Marks, radio host at 1300-AM, as their celeb fourth. The girl's got game.

Speaking of hits, while watching Ms. Mark's fabulous drive, a ball came from behind us and nailed her — hard! — right on the shoulder blade. After making sure she was all right, one of her teammates said, "Jeez, Anita, that makes two today?" What?! Seems Anita was hit in the bum on the previous hole. While she was nursing her latest bruise, the owner of the second hit came running up the fairway screaming "Anita, I'm so sorry." Then he turned to me and said, "See, golf is more dangerous than skydiving." Yup ... Dave Sadeghi was the guilty party.

After all the golf fun, the post party was held at the Havana Club in Baltimore, where de Castro announced the golf winners — Bill Shenias, Rick Slaughter, Karl Osterling, Frank Glorioso and Howard Stevens — and the record-breaking total of \$311,000 that was raised.



COURTESY PHOTO

David Sadeghi, left, and Tom Matte enjoy the golf fundraiser.

June 30, 2008 // BUSINESS

Some high-end restaurants using special prices to fight tough economy

by ANNE RILEY

With discretionary spending down this summer as energy costs soar, a number of high-end restaurants in downtown Baltimore are cooking up new ways to attract customers.

"At the times now when the economy is bad, people are having a more difficult time separating themselves from their income," said David Sadeghi, chief operating officer of Big Steaks Management, which operates both of the Inner Harbor's Ruth's Chris Steak House franchises.

In order to maintain business amid a tumultuous economy, the Baltimore branches of Ruth's Chris are now offering what Sadeghi calls an "economy-proof menu" — a \$35.95 all-inclusive dinner that includes soup or salad, entrée and accompaniment for about the regular cost of a lone steak.

"It's all about adjustment," Sadeghi said. "Certainly, we recognized this [economic situation] was coming for quite some time. It's been coming for almost nine, 10 months, and we have been planning, managing for that."



David Derewicz, general manager of The Prime Rib

David Derewicz, general manager of Baltimore culinary landmark The Prime Rib, agreed that high-end restaurants are well served to adapt with the economy.

"We certainly are not insulated from the economy. Discretionary income is diminishing so we are trying to capture all price points now instead of just the top tier," Derewicz said.

To do so, The Prime Rib has begun to offer a three-course menu for \$33 on Sunday nights, which includes an appetizer or salad, main course and dessert. The "Sunday Night Lite!" menu draws some 150 to 200 patrons each week, Derewicz said. He said the promotion both attracts a younger crowd and maintains the restaurant's high level of success.

"With some of our promotions, we've been doing very close to the same numbers as last year," he said.

According to Derewicz, making adjustments during times of economic downturn is an important part of high-end restaurateuring.

"We've seen the history of this over 44 years and we know what to do," he said. "The people that are resting on their laurels are going to fall by the wayside."

(continued...)



June 30, 2008 // **BUSINESS** *(continued...)*

However, for Flynn Dekker, chief marketing officer for Brazilian-style steak house Fogo de Chão, poor economic conditions do not merit special promotions or price adjustments.

"We never discount our product," Dekker said. "We feel it's at such high quality that we think if we discount it, it lessens its value in our customers' eyes."

Dekker said he sees his restaurant as "a little recession proof," since diners pay one set price for an all-you-can-eat experience featuring 15 different cuts of meat.

Marty Diehl, a retired government employee who dined at Fogo de Chão for lunch last Thursday, said that he sees special promotions as a necessity if high-end restaurants hope to stay in business.

"People are going to go out and eat no matter what, and if they can't afford it, they'll go to McDonald's instead," he said.

Nancy Powers, an employee at Citi Financial, said she is no longer putting her extra money toward meals out this summer.

"You've got to put it in the gas tank," she said. Powers noted that she would be more apt to patronize high-end restaurants if they were to offer coupons or buy-one-get-one-free deals.

"Anything to make it less expensive," she said.

Tony Foreman, co-owner of Baltimore restaurants Charleston, Petit Louis Bistro, Pazo and Cinghiale and husband of Chef Cindy Wolf, said although his restaurants have not adopted any lower-price promotions, business continues to thrive.

"I think for a lot of our market, they realize that quality is value. We try to focus very hard on doing the best work we can," Foreman said. "We have been in the business long enough to know if we take appropriate care of our customers, they will keep coming back to see us."

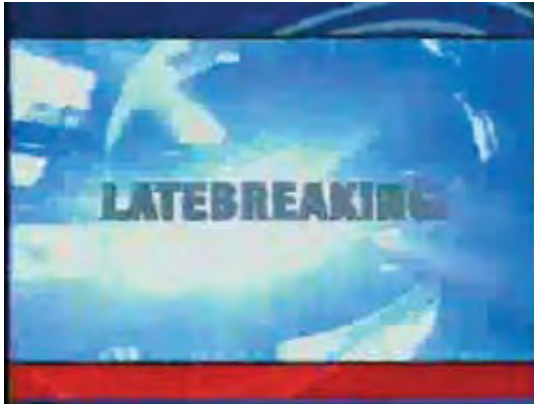
Kobina Armoo, professor and head of the School of Hotel, Restaurant and Catering Management at Baltimore International College, said promotions are not always right for every restaurant.

"There are clientele who like when there's a drop [in prices], and there are clientele who don't like when there's a drop," Armoo said. "Those who feel cheapened are those on the high end who have some other means of income apart from just their salary. Those who feel the drop is great are those who basically live on their salary."

"You look at your clientele and do what it takes to get them in the chair."



June 10, 2008 at 6:00 PM / June 9, 2008 at 11:00 PM



June 09, 2008 // LATEST NEWS

Light up: Havana Club granted smoking ban exemption

Baltimore Business Journal - by [Julekha Dash](#) Staff

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Patrons of the **Havana Club** will get to light up Wednesday evening.

Baltimore City granted the downtown cigar bar on Water Street an exemption from the statewide smoking ban on Monday, making it the only Baltimore business with an exemption to date.

Though Havana Club has historically attracted cigar smokers, the exemption allows cigarette smokers to light up also.

Havana Club executives applied for an economic hardship waiver, which allows businesses to receive an exemption if they can show sales declined at least 15 percent over a two-month period.

Big Steaks Management LLC of Pikesville operates Havana Club, four Ruth's Chris Steak House (NASDAQ: RUTH) eateries in Maryland and Blue Sea Grill.

Earlier this year, Big Steaks' Chief Operating Officer David Sadeghi told the **Baltimore Business Journal** that sales were drastically

down in February and March after the statewide smoking ban went into effect Feb. 1.

Under the conditions of the waiver, Havana Club will provide all of its employees an option to work in another Big Steaks Management venue.

The exemption is valid through January 31, 2011.

READER COMMENTS

(1) Comments

keith barkley June 24, 2008 12:44PM EST

It's only been a few months but a longtime coming for those who like their Martinis and Cigars.

See more at www.BuzzBaltimore.com



June 9, 2008 at 8:30 & 11:00 PM



May 11, 2008 // BUSINESS

Ruth's Chris marks a decade in city

ANNAPOLIS — Big Steaks Management, which owns the Eastport location of Ruth's Chris Steak House, recently unveiled interior renovations in conjunction with the restaurant's 10th anniversary.

Steve de Castro opened Ruth's Chris Steak House Annapolis at the former site of Marmaduke's in 1998, according to a company release. When he took it over, the restaurant was in fair working condition, but interior was extensively renovated to emphasize mahogany, dim lighting, cozy dining alcoves and maritime-themed pictures and maps, according to the release.

The renovations included a new bar area, as well as new plasma screens, bathrooms, furniture and wallpaper. David Sadeghi, Big Steaks chief operating officer, said the goal is for the facelift to help attract new customers.

Some of the other specials Ruth's Chris is offering as part of its anniversary include a "Sizzling Celebration Menu" for \$35.95 until June 30th. It also is offering commemorative bottles of wine from The Hess Collection Winery, and the restaurant will donate \$10 from each bottle sold to the Annapolis Maritime Museum and the SPCA of Anne Arundel County.

— From staff reports

June 25, 2008 // **ALL THE PIECES MATTER**

A Line in the Sand

by JOHN LEWIS



The impressive photo exhibit currently at Gallery Imperato features portraits of Marylanders who, in some way, have taken a stand against, or raised awareness about, domestic violence. Organized by House of Ruth and designed by Alex Castro, the show includes pics of former mayors Schaefer and Schmoke, hotshot journalists David Simon and Jayne Miller, and various activists and volunteers shot by an impressive roster of regional photographers—including Connie Imboden, Marshall Clarke, Christopher Myers, Leo Howard Lubow, and Linda Day Clark.

The work is uniformly strong, but Matthew Kern's mixed media piece inspired by House of Ruth Executive Director Carole J. Alexander wins "best in show." It's an affecting, and effective, meditation on the duality of vulnerability and strength that lies at the core of this issue. And it gives the entire show an added dimension that invites further contemplation and reflection.

A Line in the Sand closes June 27th.

June 14, 2008 // OUT&ABOUT



ABOVE: The picture by Baltimore photographer Connie Imboden shows Ms. Spicknall in a meditative pose. RIGHT: Ms. Spicknall stands next to the photograph at the opening of the exhibit.



Courtesy photos

Lisa Spicknall chats with her parents, Peggy and Paul Fields of Pasadena, at the opening of the exhibit, A Line in the Sand, earlier this month. The photography exhibit featuring victims of domestic abuse is on display at the Gallery Imperato in Baltimore through June 27. The Pasadena woman became an advocate against domestic violence after her estranged husband killed their two young children.



'I do this for my children'

Lisa Spicknall of Pasadena among subjects of photo exhibit against domestic violence

(continued...)

Maryland Gazette

June 14, 2008 // **OUT&ABOUT** (...continued)

By ALLISON BOURG
Staff Writer

Nine years ago this fall, Lisa Spicknall's worst nightmare came true when her two young children, Destiny and Ritchie, were murdered.

The killer was her estranged husband, Richard Spicknall II, against whom she had gotten a protection from abuse order only months earlier. He later pleaded guilty to shooting the children while they were strapped in their car seats during a road trip to Ocean City.

The Pasadena woman, now 33, has spent nearly a decade as an advocate for domestic abuse victims, working to prevent similar tragedies from happening to other families. Now, she is being honored for her efforts as part of a traveling photography exhibit.

A *Line in the Sand*, sponsored by the House of Ruth Maryland, opened June 5 at the Gallery Imperato in Baltimore and features interpretive portraits of Ms. Spicknall and several dozen other Maryland residents who have fought against domestic violence.

"I do this for my children," Ms. Spicknall said of her own battle, which began in the months following the murders. "It helps to keep them here with me."

House of Ruth Maryland is a domestic violence center that helps battered women and children.

"Last year, the House of Ruth celebrated its 30th anniversary in the state, and we wanted to acknowledge the people who helped us get to where we are," said Kerri Wojciechowski, spokesman for the House of Ruth Maryland. "This exhibit is about people who stood up and said enough is enough."

Ms. Spicknall is the perfect example, she said.

"Even after what happened to her children, she didn't let that stop her," Ms. Wojciechowski said. "The strength she has shown is tremendous. We hope

that for the people who see this exhibit, stories like these become as personal to them as they are to us, and they'll join us in drawing a line in the sand."

Baltimore photographer Connie Imboden took Ms. Spicknall's picture for the exhibit. Shot through a mirror, the black-and-white portrait shows Ms. Spicknall with her eyes closed, in a thoughtful, meditative pose.

"I felt a tremendous amount of responsibility here," Ms. Imboden said. "Lisa is remarkable. I thought she was remarkable before I met her, but while I was photographing her, she was so accessible, both emotionally and psychologically. That really struck me right away."

After Richard Spicknall shot his two children on the Choptank River Bridge near Cambridge, authorities learned that he never should have had a gun in the first place because of the protective order lodged against him.

He was able to buy the weapon anyway because the order, issued in 1998 by a Howard County judge, didn't show up in a criminal justice computer database due to a clerical error.

Ms. Spicknall began lobbying state lawmakers to crack down on such infractions immediately, telling a roomful of delegates in late 1999 that she would personally train "every clerk, every police officer, every judge" if she had to. In response, former Del. David Boschert sponsored legislation in early 2000 that gave additional funds for local law enforcement agencies to establish special domestic violence units.

Since then, Ms. Spicknall has worked as an advocate for the Stephanie Roper Foundation, a Maryland-based advocacy group that fights for crime victims' rights. She has also worked as an advocate in the Prince George's County Sheriff's Office, helping victims through the court process.

"Domestic violence happens in all walks of life," said Ms. Spicknall, who

now works as a grant writer for Mothers Against Drunk Driving.

It's a problem that's only getting worse in Maryland, said Judge Katie Curran O'Malley, wife of Gov. Martin O'Malley, in opening remarks during the June 5 reception. She and her father, former Attorney General J. Joseph Curran Jr., were both photographed for the exhibit, and her sister, Mary Carole Curran, was one of the photographers.

"As a judge, I hear about these cases two ways," said Judge O'Malley, who started working with the House of Ruth as a hotline volunteer and is now serving as the exhibit's honorary chairman. "I hear them as civil protection orders, and then I hear them as second-degree assault cases."

In 2006, domestic violence killed 23 women and 11 children in Maryland, she said.

Ms. Spicknall is now remarried with two young sons, though she declined to talk about them publicly.

She's proudest, she said, of being able to get up every day and "fight this fight" — not only for herself and her children, but for all the victims of domestic violence who are suffering in silence.

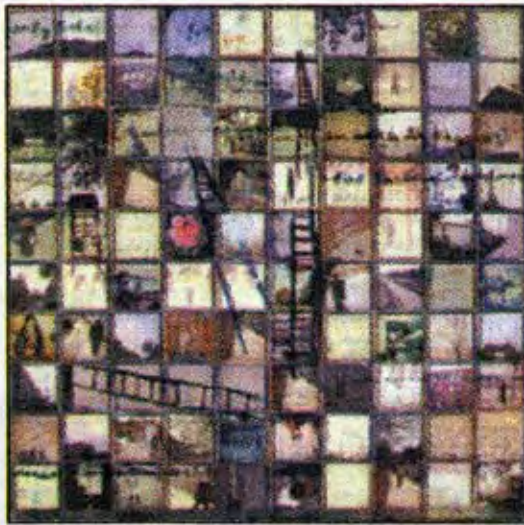
Ms. Spicknall's advice to other abuse victims is simple: Don't be afraid to take that first step and make a call for help. There are people, like her, who will be there.

"I just want to be able to help as many people as I possibly can," Ms. Spicknall said.

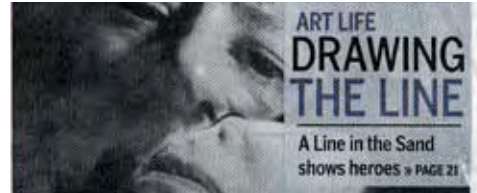
A Line in the Sand will be on display through June 27 at the Gallery Imperato at 921 East Fort Ave., Suite 120, Baltimore. The exhibit will then travel to various locations in the area and across the state until next summer. For more information, visit www.alineinthesand.org. abourg@mdgazette.com

June 14-15 2008 // **GOOD WEEKEND!**

EXHIBIT



Take in Gallery Imperato's poignant exhibit **A Line in the Sand**. The exhibit's 20 interpretive portraits and short essays chronicle Maryland's fight against domestic violence and the people who have led the way. Sand highlights the good and the bad, including Maryland's loudest domestic violence legislative opponents. *11 a.m. to 7 p.m. Saturday and Sunday through June 27. Free. Gallery Imperato, 921 E. Fort Ave., Suite 120, Baltimore. 410-889-0840 or galleryimperato.com.*



June 7, 2008 // **ART LIFE (WITH FRONT COVER MENTION)**

“Every single day in the newspaper or on TV, a woman is killed by her husband or a child is killed by his or her father. We want people, when they hear or see those stories, to take them personally. We want people to be outraged.” – Kerri Wojciechowski, House of Ruth Maryland’s associate director of community relations



(continued...)

June 7, 2008 // ART LIFE (...continued)

Portraits of protectors

By Jessica Novak
Examiner Staff Writer

At the hospital after learning her estranged, abusive husband fatally shot her 2-year-old son, Richie, and 3-year-old daughter, Destiny, Lisa Spicknall proceeded to the roof to kill herself.

But a policeman's words held her back. "Without you, the state won't have a case against your ex-husband."

Those words saved her and the hundreds of other women Spicknall has since reached in her role as victims counselor and advocate.

Spicknall is among the 26 subjects honored by the House of Ruth Maryland in its exhibit *A Line in the Sand*, debuting at Gallery Imperato in Baltimore before traveling across the state for a year.

For the exhibit, House of Ruth Maryland enlisted regional and national photographers to capture the essence of Spicknall and other subjects who have fought domestic violence and helped the House of Ruth in its first 30 years.

"A nurse took me into a room and I saw my son. He was dead. They told me that I couldn't touch him because he was evidence," Spicknall is quoted in wall text beside a portrait of herself in *A Line in the Sand*.

Among the 26 subjects honored are former Maryland Governor and Baltimore City Mayor William Schaefer, veteran journalist and "The Wire" creator David Simon,

stabbing victim Jane Doe, who testified against her husband after he punctured her 57 times in front of her 4-year-old son, and former Baltimore City Police Officer Kate Wood, whose daughter, a victim of domestic violence, died in her arms.

Photographer Connie Imboden was hesitant at first to compose portraits for *A Line in the Sand*.

"It's one thing to expose myself in my own work, but when dealing with someone else's inner workings, it's a tremendous responsibility. I wanted to reveal [Spicknall's] strength and wisdom, and be very respectful of the powerful journey she's gone through," she said.

"Every single day in the newspaper or on TV, a woman is killed by her husband or a child is killed by his or her father," said Kerri Wojciechowski, House of Ruth Maryland's associate director of community relations. "We want people, when they hear or see those stories, to take them personally. We want people to be outraged."

jnovak@baltimoreexaminer.com

If you go

A Line in The Sand

■ **When:** Through June 27

■ **Where:** Gallery Imperato, 921 E. Fort Ave., Suite 120, Baltimore

■ **Info:** alineinthesand.org

■ *A Line in The Sand* will travel to Enoch Pratt Free Library June 30 through Aug. 1 before appearing in corporate lobbies, government buildings, schools and museums across Maryland through summer 2009.

June 26, 2008 // SOCIETY

ANNE BOONE-SIMANSKI *Socially Speaking*

Picture-perfect event for House of Ruth

“

You know it's going to be a first-rate event when Judge Katie O'Malley is your chairwoman. But what else would you expect from Maryland's first lady?

The private opening of the House of Ruth Maryland's

photographic exhibit, "A Line in the Sand," drew 200 people, and among them were the subjects featured in the exhibit and the photographers who took their pictures. The exhibit chronicles "Maryland's fight against domestic violence and the people who have led the way," according to the House of Ruth's Web site.

Guests mingled with abuse victims, who have turned their horrific experiences into being difference-makers in the world of domestic violence.

Kerri Wojciechowski, associate director of community relations for House of Ruth Maryland, told the crowd: "I hope that when someone views this exhibit or reads about a woman losing her life to domestic violence, it will become as personal to them as it is to us."

Among the opening's supporters were Sen. Ben Cardin's representative Joyce Leviton, Del. Sue Hecht, WBAL-TV's Jayne Miller, House of Ruth Executive Director Carole Alexander, and Dan Proctor, owner and president of Kirk Designs, who just celebrated his 50th birthday last weekend. The first lady's parents, Joseph and Mary Carole Curran, were also in attendance — Mary Carole took the amazing shot of her daughter, which is one of the featured photos.

The exhibit, which has one more night at the Gallery Imperato (921 East Fort Ave. in Baltimore), will run from July 2 to July 31 at the Enoch Pratt Free Library (400 Cathedral St. in Baltimore).



Anne Boone-Simanski is the society columnist for The Examiner and can be reached at absss@baltimoreexaminer.com or 410-878-6131.





June 5, 2008 // FOX 45 HOT SPOT



June 2008 // **AFTER HOURS**

In the Sand

by JOHN LEWIS

More than 200 people attended the opening of House of Ruth Maryland's photographic exhibit, "A Line in the Sand," June 5 at Foundry on Fort in the Locust Point section of Baltimore. The event and exhibit aimed to raise awareness about domestic violence.



Judge Kathleen O'Ferrall Friedman, Baltimore City Circuit Court, retired; Richard Friedman, Juvenile Justice consultant, retired; Carole Alexander, executive director, House Of Ruth Maryland.



Peter Riesett, photographer; Carey Kirkella, photographer; Brenda Brown Rever, House Of Ruth Maryland Board of Directors member and A Line in the Sand chair; Niki Berg, photographer.



Alex Castro, founder, Castro/Arts and designer, A Line in the Sand; Kelly Castro.



Gordon Becker, chairman and founder, the Becker Group; Marsha Becker, actor and playwright, House Of Ruth Maryland Board of Directors member and A Line in the Sand committee member; Dan Proctor, owner/president, Kirk Designs; Jeffrey Hess, eastern region product specialist, Steelcase.

June 2008 // SEE IT

see it BY ELISABETH GEISSE

itlist



Domestic violence survivor Lisa Spicknall in a photo by Connie Imboden.

Worth A Thousand Words Exhibit raises awareness about abuse.

The House of Ruth Maryland has been a leader in the fight against domestic violence for more than 30 years. With a mission that not only strives to rescue and house those in need, but one that also attempts to confront the systemic values and attitudes that perpetuate violence, this nonprofit organization has helped more than 100,000 people—13,000 of those in 2007 alone.

From June 6-27, Gallery Imperato will host, "A Line In The Sand," a powerful photographic portrait exhibit recognizing groups and individuals who have made significant contributions to the House of Ruth Maryland; the exhibit will move to the Enoch Pratt Free Library on June 30, where it will remain until August 1.

The faces staring back at you from some of these portraits will be familiar to many Baltimoreans and Marylanders: The Honorable Robert M. Bell, Chief Judge of the Maryland Court of Appeals; Mary Pat Clarke, Baltimore District Representative; J. Joseph Curran Jr., the former Maryland Attorney General. The exhibit also celebrates the foundation's "Angels," a particularly dedicated group of volunteers. Whether the portrait depicts a name you've read in the newspaper or an unknown volunteer, the exhibit provides contextualizing essays and a timeline so that each person's contribution can be given the thanks it deserves.

Gallery Imperato, 921 E. Fort Ave., Suite 120. Tues-Sat, 11 am-7 pm; Sun & Mon by appointment. 443-257-4166. galleryimperato.com.

Enoch Pratt Free Library, 400 Cathedral St. Mon-Wed 10 am-8 pm, Thurs 10 am-5:30 pm, Fri-Sat 10 am-5 pm, Sun 1-5 pm. 410-396-5430; prattlibrary.org.

May 2008 // ABOUT TOWN - GET OUT!

enough is enough

"Enough!" say the 20 subjects featured in "**A LINE IN THE SAND**," House of Ruth Maryland's traveling photographic exhibit chronicling Maryland's fight against domestic violence, June 6 through June 27. Whether moved by experiences of strangers or propelled to action by personal tragedy—like Baltimore City Police Officer Kate Wood, whose daughter died in her arms after being gunned down by an ex-boyfriend—"A Line in the Sand" spotlights those who took positive actions to make life safer for Maryland's women and children. Shot by fine art photographers from across the United States, including Baltimore's own Elizabeth Ferwick and Connie Imboden, the exhibit debuts at Gallery Imperato and then travels to government buildings, schools and museums across Maryland. 443-257-4166, hruth.org. —E.W.



May 2008 // ART EXHIBITS

ART » ART EXHIBITS, ART » ART EXHIBITS

A Line in the Sand

Ends Friday, June 27



CONNIE IMBODEN

This dramatic portrait of a mother whose children were tragically murdered by her estranged husband is part of a new exhibit by House Of Ruth Maryland.

Photographic exhibit chronicles Maryland's fight against domestic violence and the people who have led the way. Subjects include First Lady of Maryland and judge Katie O'Malley, former Governor William Donald Schaefer, and former *Baltimore Sun* reporters David Simon and William. On view at locations throughout Maryland until Summer 2009.

EVENT PHONE: 410-889-0840

LOCATION

Gallery Imperato

921 E. Fort Ave., Suite 120

Baltimore [\[MAP\]](#)

VENUE PHONE: 443-257-4166

[Web Site](#)



April 18, 2008 // **MPT ON LOCATION**

