



MONEYMAKERS Some Super Bowl events aim to please the public. Large crowds of football fans often raise money for charity by attending events featuring famous figures. With only four months of planning time, Boca Raton, Fla.-based The Special Events Group set out to spice up the NFL's pre-game "Nations in Rhythm" concert in January. Stacy Stern,

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SUPER CELEBRATIONS

Beach bash: A Latin-theme concert from The Special Events Group includes a performance by Latin Grammy Award-winner Nestor Torres (inset).

CSEP, event producer for The Special Events Group, notes that she would have liked more time to coordinate the Latin- and Caribbean-themed concert at John U. Lloyd Beach State Park in Hollywood, Fla. Even with the tight schedule, "Sporting events are much more fun," she says. "Athletes are the best type of celebrities."

The 1,000-guest concert was the NFL's kick-off event and benefited the Young at Art Children's Museum.

Describing the beach site as the "perfect setting for a nighttime concert," Stern crafted a venue that included a 40-foot-square stage for such acts as Brazilian *capoeira* dancers, a 13-piece steel drum band, samba dancers and Latin Grammy Award-winning flutist Nestor Torres.

Like others, Stern found that lining up reliable staff in Florida during Super Bowl was a hurdle. She sidestepped the potential problem by turning to trusted employees. "Luckily my key coordinators are very strong and made sure that all areas



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of check in and ticket sales went smoothly," she says.

Weiss agrees that Super Bowl events demand the best that event pros have to offer. "You expect the unexpected," he says, "and have the ingenuity and the flexibility to deal with it in as seamless a manner as possible." ■

RESOURCES *A Joy Wallace Catering Production & Design Team, 305/252-0020; Barton G, 305/576-8888; Touch Catering, 305/758-7191; The Special Events Group, 561/988-3900*