

party planning secrets

THE ULTIMATE GUIDE TO A SUCCESSFUL PARTY

CHARLIE SCOLA aka **PARTYCHARLIE**
with **KATTI LIPPA**

Party Planning Secrets
The Ultimate Guide to a Successful Party
by Charlie Scola

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DISCLAIMER

As a professional party planner and caterer for over 25 years, I have given you information that will be very helpful, but every crowd and situation is different and planning may differ from party to party.

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PartyCharlie's Templates and Checklists

*W*ell, folks, you've come to the valuable resources of this book — templates and checklists that will help you plan and carry out outrageously exciting and successful parties. They're designed to help you organize all the many details of your party so you can worry less and enjoy yourself more.

Here's what you'll find in this chapter:

-  PartyCharlie Budget Worksheet
-  PartyCharlie Party Checklist
-  PartyCharlie 1-2-3 Buffet Setup
-  PartyCharlie Event Walk-Through Checklist
-  PartyCharlie Vendor Questionnaire
-  PartyCharlie Vendor Contact Sheet
-  Sample Catering Invoice
-  PartyCharlie First Aid Kit Supply Checklist
-  PartyCharlie Safety Checklist

Rather than write in the book, feel free to make as many copies of these forms as you need or go to my Web site, www.PartyCharlie.com, click on Party Planning Secrets, then click on Templates and Checklists. You'll have them to use for all your future parties.



Charlie Scola aka PartyCharlie

PartyCharlie Budget Worksheet

Event Type	Date	Time	Number of Guests	Location
	Budgeted Amount	Actual Cost	Deposit Paid	Amount Due
<i>Event Location – Venue</i>				
Power	\$	\$	\$	\$
Water – 5-gallon container	\$	\$	\$	\$
Rental fee for venue	\$	\$	\$	\$
Insurance	\$	\$	\$	\$
Tenting	\$	\$	\$	\$
Heaters	\$	\$	\$	\$
Lighting	\$	\$	\$	\$
Scenery, props, other decor	\$	\$	\$	\$
Flowers	\$	\$	\$	\$
Special permits	\$	\$	\$	\$
Subtotal	\$	\$	\$	\$
<i>Staff</i>				
Event planner	\$	\$	\$	\$
Chef	\$	\$	\$	\$
Cook	\$	\$	\$	\$
Wait staff	\$	\$	\$	\$
Bartender	\$	\$	\$	\$
Hostesses	\$	\$	\$	\$
Errand person	\$	\$	\$	\$
Clean-up help	\$	\$	\$	\$
Miscellaneous	\$	\$	\$	\$
Subtotal	\$	\$	\$	\$

Continued

Party Planning Secrets

Event Type	Date	Time	Number of Guests	Location
	Budgeted Amount	Actual Cost	Deposit Paid	Amount Due
<i>Food & Beverages</i>				
Appetizers	\$	\$	\$	\$
Entrees	\$	\$	\$	\$
Desserts	\$	\$	\$	\$
Wine	\$	\$	\$	\$
Liquor	\$	\$	\$	\$
Beer	\$	\$	\$	\$
Garnishes (limes, olives, etc.)	\$	\$	\$	\$
Soft beverages/juices	\$	\$	\$	\$
Ice	\$	\$	\$	\$
Coffee	\$	\$	\$	\$
Subtotal	\$	\$	\$	\$
<i>Invitations</i>				
Design	\$	\$	\$	\$
Printing	\$	\$	\$	\$
Addressing	\$	\$	\$	\$
Postage	\$	\$	\$	\$
Save-the-date cards	\$	\$	\$	\$
Thank-you cards	\$	\$	\$	\$
Subtotal	\$	\$	\$	\$
<i>Disposable Ware</i>				
Tablecloths - plastic or paper	\$	\$	\$	\$
Napkins - food and cocktail	\$	\$	\$	\$
Plates - dinner and dessert	\$	\$	\$	\$
Cups - coffee	\$	\$	\$	\$

Continued



Charlie Scola aka PartyCharlie

Event Type	Date	Time	Number of Guests	Location
	Budgeted Amount	Actual Cost	Deposit Paid	Amount Due
<i>Disposable Ware (Continued)</i>				
Tumblers	\$	\$	\$	\$
Utensils	\$	\$	\$	\$
Straws, stirrers, & toothpicks for bar drinks	\$	\$	\$	\$
Trash liners	\$	\$	\$	\$
Subtotal	\$	\$	\$	\$
<i>Rentals</i>				
Tables	\$	\$	\$	\$
Chairs	\$	\$	\$	\$
Dishes	\$	\$	\$	\$
Glassware	\$	\$	\$	\$
Silverware	\$	\$	\$	\$
Serving dishes	\$	\$	\$	\$
Linens	\$	\$	\$	\$
Buffet table	\$	\$	\$	\$
Portable bar	\$	\$	\$	\$
Dance floor	\$	\$	\$	\$
Lighting safety	\$	\$	\$	\$
Lighting/Ambiance	\$	\$	\$	\$
Miscellaneous	\$	\$	\$	\$
Subtotal	\$	\$	\$	\$

Continued

Party Planning Secrets

Event Type	Date	Time	Number of Guests	Location
	Budgeted Amount	Actual Cost	Deposit Paid	Amount Due
<i>Entertainment</i>				
Musicians	\$	\$	\$	\$
Entertainers	\$	\$	\$	\$
Disc jockey	\$	\$	\$	\$
Sound system	\$	\$	\$	\$
Spotlights	\$	\$	\$	\$
Subtotal	\$	\$	\$	\$
<i>Accessories</i>				
Nametags	\$	\$	\$	\$
Place cards	\$	\$	\$	\$
Bathroom towels/accessories	\$	\$	\$	\$
Ashtrays	\$	\$	\$	\$
Matches	\$	\$	\$	\$
Party favors	\$	\$	\$	\$
Gift bags	\$	\$	\$	\$
Miscellaneous	\$	\$	\$	\$
Subtotal	\$	\$	\$	\$
<i>Services</i>				
Photographer	\$	\$	\$	\$
Videographer	\$	\$	\$	\$
Valet service	\$	\$	\$	\$
Electrician	\$	\$	\$	\$
Security personnel	\$	\$	\$	\$
Coat check attendant	\$	\$	\$	\$
Subtotal	\$	\$	\$	\$

Continued



Charlie Scola aka PartyCharlie

Event Type	Date	Time	Number of Guests	Location
	Budgeted Amount	Actual Cost	Deposit Paid	Amount Due
<i>Transportation</i>				
Chartered buses	\$	\$	\$	\$
Limousines	\$	\$	\$	\$
Taxi cabs	\$	\$	\$	\$
Refreshments for trip	\$	\$	\$	\$
Driver tips/gratuities	\$	\$	\$	\$
Miscellaneous	\$	\$	\$	\$
Subtotal	\$	\$	\$	\$
<i>Miscellaneous</i>				
Service charges	\$	\$	\$	\$
Gratuities	\$	\$	\$	\$
Miscellaneous	\$	\$	\$	\$
Subtotal	\$	\$	\$	\$
<i>Totals</i>				
Combined subtotals	\$	\$	\$	\$
Total sales tax	\$	\$	\$	\$
Contingency allowance (about 5%)	\$	\$	\$	\$
TOTAL EXPENSES	\$	\$	\$	\$

Party Planning Secrets

PartyCharlie Party Checklist

6-8 WEEKS BEFORE
Budget:
Theme:
Type of party (formal, casual):
Location:
Number of guests (create list):
Type of menu (buffet, potluck, family style):
Start time:
Finish time:
Buy/design invitations:
3-4 WEEKS BEFORE
Mail invitations:
Plan menu:
Shopping list:
Decide what you're putting the food in:
Where you're placing the platters:
Plan buffets:
Plan utensils (eating and serving):
Start looking for disposable ware sales:
Plan on china, silver, glassware rentals:
Plan on table/chair rentals:
Extra chairs to accommodate guests:
Linens (buy, borrow, rent):
PartyCharlie 1-2-3 Buffet Set Up:
Seating arrangements:
Plan on decorations:
Design flower arrangements:
Hire valet service:
Hire coat check:
Hire photographer:
Entertainment (DJ, band, games, speeches):
Plan food schedule (what time to start/finish serving appetizers, entrée, dessert):

Continued



Charlie Scola aka PartyCharlie

3-4 WEEKS BEFORE (Continued)
Coffee/tea:
Dessert:
Appetizers/hors d'oeuvres:
Entrée:
Dessert/coffee:
Plan on scullery (cleanup and trash) area:
Plan bar (self-service, full service):
Plan beverages:
Arrange for bartender:
Servers:
Hire caterer:
Valet parking:
Decide on what time should staff arrive/leave:
Choose staff attire:
Ensure adequate power supply/water:
Make list of areas where you could use volunteers:
Accept help:
1-2 WEEKS BEFORE
Buy disposable ware/order rentals:
Purchase beverages:
Buy nonperishable foods:
Confirm number of guests:
Designate smoking area:
Buy decorations:
Buy party favors:
Outline the flow of the party:
2-3 DAYS BEFORE
Confirm rental arrivals/pickup:
Clean house/yard:
Arrange supplies for party:
Put away breakable items:
Make a polite call to potential guests who haven't RSVP'd:
Have lighting equipment set up and tested (if indoors):

Continued



Party Planning Secrets

1 DAY BEFORE
Prearrange any foods that can be stored in refrigerator/freezer:
Complete food preparation and pickup of pre-ordered food items:
Do indoor decorating for the party:
Set tables/serving tables (lay out all disposable and glassware):
Place Post-It notes on bowls, buffet tables, counter spaces indicating what will go there:
DAY OF PARTY
Staff arrives:
Set table/buffet:
Decorate/floral:
Prepare any foods that couldn't be prepared in advance:
Set up scullery/trash areas:
Do outdoor decorating/table setup:
Have ice delivered:
Have lighting equipment set up and tested (if outdoors):
Ensure entertainment area is set up:
Have Fun!!!



Party Planning Secrets

PartyCharlie Event Walk-Through Checklist

Client Name: _____
Phone #: _____ Cell # _____
Secondary Contact: _____
Phone #: _____ Cell # _____
Event Location: _____
Other: _____
E-mail: _____
Event Date: _____
Time Start: _____ Event End Time: _____
Number of Guests: _____
Delivery time: _____

ACCESS TO PARTY LOCATION FOR TRUCKS & EQUIPMENT

Access on to Property: _____
Time: _____ Contact name: _____
Contact number _____
Drive Way: _____
Side Entrance: _____
Restrictions for Vehicle unloading: _____

Low building / Access: _____
Other: _____

STAFF PARKING

Fee for Staff Parking: _____ Paid By: _____

TRASH AREA

Indoor Trash Area: _____
Outdoor Trash Area: _____
Trash Pickup Days: _____
Number of Trash Cans: _____
Other: _____

Continued



Charlie Scola aka PartyCharlie

CLIENT'S KITCHEN

Stove top – Number of Burners: _____
Number of Ovens: _____ Oven Size(s): _____
Microwave: _____ Refrigeration: _____ Freezer: _____
Kitchen Size: _____
Counter top: _____ Sinks: _____
Power – Number of Outlets: _____
Other: _____

CLIENT'S GARAGE

Size: _____ Entrances: _____ Lights: _____
Sink: _____ Power: _____ Refrigeration: _____
Other: _____

PARTY RECEPTION AREA INDOORS

Size: _____
Power: _____
Lighting: _____
Scullery*: _____

*Scullery: A place designated to place used dishes, etc.

PARTY RECEPTION AREA OUTDOORS

Sun Related to Buffet/Bar/Guest: _____
Bar: _____
Buffet: _____
Scullery: _____
Sprinklers: _____

SPECIAL REQUEST

Registration Table: _____
Gift Table: _____
PA System: _____
Guest Seating Arrangements: _____
Entertainment: _____

Party Planning Secrets

PartyCharlie Vendor Questionnaire

Vendor Name: _____

Address: _____

Phone (Work): _____

(Cell): _____

E-mail: _____

General

How many parties/events/jobs do you do in a year?

Do you have references from the last three parties/events/jobs you've done?

Do you have proof of insurance?

(Ask for a current copy. It is **very important** to obtain a current copy of the insurance policy.)

Are you a member of the Chamber of Commerce/BBB?

Who will be the contact person I can easily reach to ask questions?

Will that person be available via cell phone, and during what hours?

Who can I reach after hours or in case of an emergency?

Costs

What are your rates?

Is there an overtime charge?

When does this occur? (Example: after 8 hours?)

(Overtime should be negotiated before signing the contract. Get it in writing.)

Continued



Charlie Scola aka PartyCharlie

Toward the end of your party, if you feel overtime is needed, then by all means let the vendor know.)

What hours are you open/available?

How long will it take you to set up?

Are there any additional charges not already mentioned?

(Example: travel costs)

What items on the bill are taxable?

Is a gratuity or service charge included in the price? _____
If not, is there a flat rate for the gratuity or service charge?

How many consultations do you provide in your package price?

What are the refund and cancellation terms?

Are these listed in the contract?

Is a deposit required? If so, how much?

When is the final payment due?

What forms of payment do you accept?

(Examples: credit cards, personal check)

Miscellaneous

Do you provide a written contract?

Do you need a guarantee on the number of guests? _____
If so, when do you need the final guest count?

Continued

Party Planning Secrets

What does your setup look like?

What do your buffet and service areas consist of?

Do you have pictures?

What are your space requirements?

What are your power requirements?

What type of equipment do you use?

Do you have a backup plan and backup equipment?

Will you visit the event site beforehand to determine any special needs?

Can I provide a list of “must haves”?

(Examples: songs, photos, types of food, types of flowers)

What restrictions do you have in your service?

(Example: What can't or won't you do?)

What is your and your staff's standard attire?

If this is a special occasion or theme party, will you dress according to the event if necessary?

Do you have a zero drinking and drug tolerance policy for your staff?

Do you provide meals for yourself/your staff?

(You may be required to feed your vendors. Always discuss this in advance. If you're hiring a caterer, he/she may discount other vendors' meals, such as the entertainment.)



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PartyCharlie Vendor Contact Sheet

BAKERIES

Contact 1 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Contact 2 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

BARTENDERS

Contact 1 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Contact 2 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Continued

Party Planning Secrets

CATERERS

Contact 1 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ___

Contact 2 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ___

COAT CHECK SERVICES

Contact 1 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ___

Contact 2 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ___

Continued



Charlie Scola aka PartyCharlie

ELECTRICIANS/LIGHTING

Contact 1 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Contact 2 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

ENTERTAINMENT PROVIDERS

Contact 1 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Contact 2 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Continued

Party Planning Secrets

FLORISTS

Contact 1 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Contact 2 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

ICE SUPPLIERS

Contact 1 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Contact 2 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Continued



Charlie Scola aka PartyCharlie

PARTY PLANNERS

Contact 1 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Contact 2 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

PHOTOGRAPHERS

Contact 1 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Contact 2 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Continued

Party Planning Secrets

RENTAL SERVICES

Contact 1 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Contact 2 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

SECURITY SERVICES

Contact 1 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Contact 2 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Continued



Charlie Scola aka PartyCharlie

VALET SERVICES

Contact 1 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Contact 2 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

WAIT STAFF

Contact 1 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

Contact 2 Name: _____
Address: _____
E-mail: _____
Phone: _____
Circle: Inexpensive Moderate Expensive
Did I feel comfortable with this person? ____

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Sample Catering Invoice

Social Catering by Charlie Scola aka PartyCharlie

Charlie's direct Line 310-555-XXXX:

Charliescola@earthlink.net

www.PartyCharlie.com

Date of Event: January 5, 20XX **Invoice #:** 10356

Name: Rosemarie Ray

Address: Mender Rd.

City: Seaside **State** XX **Zip** XXXXX

Phone: 310-555-XXXX

Description Of Service Or Product Provided	Quantity	Unit Price	Total
Passed Hors d'oeuvres	100	\$ 12.00	\$1200.00
Main Meal	100	\$ 31.00	\$3100.00
Dessert	100	\$ 6.00	\$ 600.00
Coffee	100	\$ 3.50	\$ 350.00
Beverage – nonalcoholic	100	\$ 4.00	\$ 400.00
Ice – 40 lb. bags	8 bags	\$ 10.00	\$ 80.00
Water	1-5 Gal.	\$ 9.00	\$ 9.00
*All staff based on eight hours; overtime after 8 hours at time and half rate			
*Party Manager	1	\$350.00	\$ 350.00
*Chef	1	\$350.00	\$ 350.00
*Kitchen Staff	1	\$300.00	\$ 300.00
*Server	4	\$200.00	\$ 800.00
*Bartender	1	\$200.00	\$ 200.00
Rental, Flowers, Entertainment not included in price			
PAYMENT DETAILS		Subtotal	\$7739.00
APPROVED BY: _____		Service Charge 18%	\$1393.02
CHECK #: _____		Tax 8.25%	\$ 753.39
DATE CHECK CUT: _____		Total	\$9885.41
DATE CHECK SENT: _____			

Please visit our Web site at www.PartyCharlie.com
Thank you for your business

Charlie Scola aka PartyCharlie

PartyCharlie First Aid Kit Supply Checklist

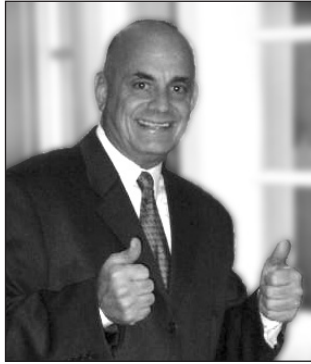
First Aid Kit Supply Checklist			
First Aid Kit Supplies	On Hand	Acquire	Accomplished
Antiseptic wipes			
Aspirin tablets			
Elastic adhesive strips			
Elastic fingertip bandages			
Elastic patch bandages			
Finger splint			
First aid tape			
Gauze bandage			
Hand sanitizer			
Hydrocortisone cream			
Ibuprofen tablets			
Large bone splint			
Latex exam gloves			
Medical shears			
Nonaspirin tablets			
Pain-relieving burn ointment			
Porous cloth adhesive tape			
Sterile dressing			
Sterile eye pads			
Triple antibiotic ointment			

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PartyCharlie Safety Checklist

PARTYCHARLIE SAFETY CHECKLIST	On Hand	Acquire	Accomplished
Lights are positioned safely.			
Light fixtures are secure.			
Cords are tucked away so guests won't trip over them.			
Entrances and exits are well lit.			
Fire extinguisher is on hand.			
Emergency numbers are posted next to the phone.			
Lifeguard on hand for swimming pool.			
Security personnel on hand if the party is in an open area.			
Bar supervisor to check that no underage drinkers are being served.			
Unbreakable (plastic or metal) scoop for scooping out ice.			
Sink guard placed over the garbage disposal.			
Knife block or area set aside specifically for the cutting knives.			
Mop and bucket handy in case of spills, and a broom and dustpan for dry spills or any breakage that happens.			
First aid instructions reviewed.			
Location of first aid kits discussed with servers or volunteers.			
Flashlight in working order.			





About the Author

Charlie Scola is a leading innovator in the food, catering, and party-planning business. Affectionately known as “Party Charlie,” he has catered all types of large and small events

for major studios, celebrities, rock ‘n’ roll superstars, political dignitaries, executives, and people who just like to party. His trademark is to provide his clients with a stress-free experience by employing creative, time-tested techniques that maximize the joy of the event while minimizing the cost and virtually eliminating the common mistakes and embarrassments. Charlie has written this book to share ideas and concepts he’s gathered for the last 30 years in the hope that you will benefit from his enthusiasm and experience.

Charlie was born in New Jersey in 1956 into what he reminisces was a poor but loving family. Raised by his mother and grandmother, who expertly cooked and baked everything from scratch, Charlie began to learn his trade at an early age. He also learned how food has the power to bring people together. As a young kid in a chaotic household, Charlie realized that meals were the only times when everyone in the family was together, and he looked forward to helping prepare the meals and share in the energy generated by the group.

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Charlie's first paying job at the age of 14 was as a bagel packer at Sonny Amster's Bagels in Union, New Jersey. As soon as he could drive, he teamed up with his brother and sister to form a mobile hotdog vending company peddling New Jersey's Finest Sabrett Hot Dogs and Ma Scola's Best Chili in Town. Ironically, when the truck was purchased, it already had a sign reading Charlie's Hot Dogs painted on the side. It was a sign of an auspicious beginning

When he was 17, Charlie's job moved to New York City, across from Madison Square Garden, where he continued his apprenticeship in a bagel shop, ultimately moving to *Town & Campus Banquet Center*, where he set up the room for parties and worked on other kinds of event preparation. Learning all aspects of event preparation and catering, Charlie was quickly promoted to banquet manager, reporting directly to his mentor, owner Bob "Bubbie" Koby. Charlie credits Bubbie with a "client-first" approach. During his time with Bubbie, Charlie coordinated parties for such impressive figures as Presidents Gerald Ford and Jimmy Carter as well as Nelson Rockefeller. To this day, if you have the opportunity to work with Charlie, you may overhear him say, "Mr. Koby would do it this way." If you didn't hear him say it, you knew he was thinking it.

On Charlie's 23rd birthday, he launched his first banquet facility, called *Exclusively Yours*, which specialized in continental cuisine. Featuring singing waiters and waitresses, *Exclusively Yours* became a favorite hangout for the mayor of Karney, New Jersey, until it was destroyed by a fire in 1980. This devastating event proved to be the motivating force behind Charlie's move to Los Angeles.





Charlie Scola aka PartyCharlie

Charlie honed his catering, design, and party theme skills while working for prominent caterers such as *Luke's Gourmet Catering* and *Rent-a-Yenta*. He built his reputation orchestrating parties for some of the busiest celebrities at the time, including Kenny Rogers, Chuck Norris, and Kim Carnes.

In 1981, Charlie and a colleague, Ileen Anderson, formed a new company appropriately named, *Life's a Party*, which specialized in themed parties and put Charlie on the map as one of L.A.'s premiere caterers and party planners.

An eternal optimist whose philosophy is to share happiness through celebrations, his impressive client list includes such prominent public figures as Jon Lovitz, Tom Shadyak, Eric McCormack, Tom Cruise, J. J. Abrams, Marc Gurvitz, David Spade, Dana Carvey, Bill Maher, Charlie Sheen, John Travolta, Christian Slater, Angela Lansbury, Aaron Spelling, Bruce Springsteen, Elton John, Dolly Parton, Stevie Wonder, Toto, Julio Iglesias, Barry Manilow, Diana Ross, George Strait, Bon Jovi, Rick Dees, Richard Simmons, Hugh Hefner, Pete Rose, Wilt Chamberlain, Senator Ted Kennedy, presidential candidates Bill Bradley and Gary Bauer, Mayor Tom Bradley, State Council Vice Premier of the People's Republic of China, and the Crown Prince of Saudi Arabia.

For over 10 years now, Charlie has been spreading the joy under the moniker *Charlie Scola Catering*, which provides full-service catering, event planning, and consulting. He's handled such events as the grand opening of Universal Studio Hollywood's City Walk for 7000 guests and Hugh Hefner's Millennium and Christmas


Party Planning Secrets

Party at the Playboy mansion. He was recently selected as the official caterer for events held by the City of Beverly Hills, and he's also the Special Events Director of *For Stars Catering*, which goes on location throughout the world and offers food service on film sets, for backstage parties, and for Hollywood's premiere social events. He has put together complete packages for Hollywood premieres.

Currently, Charlie is enjoying speaking and teaching his PartyCharlie secrets in seminars throughout the United States. He has also cracked into showbiz, having appeared on *Bridezilla*, *Blind Date*, and *Love Connection* and in several commercials. He also did a spot for *People's Court* with the Honorable Mayor Koch. Charlie has held roles in various independent films and even appeared as a Jerry Lewis impersonator live at the famous Jerry Lewis Telethon, much to the delight of the world-renowned comedian himself.

But even with his multitude of successes, Charlie keeps his eye on what is most important to him — God, family, friends, and the joy his business brings to the world. This book is Charlie's way of spreading the joy. Enjoy!





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