

## 2007 Trends for a New Year

Most special event professionals predict a strong year for business in 2007 according to *Special Events Magazine*. A total of 57% of event planners say they expect to stage more events this year than they did in 2006. Vendors are reporting early bookings and in some categories the events are bigger, both in budget and number of guests.

Yet even with the demand for special events running strong, caterers, restaurants, hotels and other event venues cannot just relax and enjoy the party. Those on the cutting edge are always on the look out for the newest trends and industry forecasts.

Here are some trends we found interesting:

### Dining Smart

Trans-fats and menu-board calorie counts are not on the National Restaurant Association's list of trends to watch for 2007. However, bite-size desserts, flatbread and bottled water do emerge as product trends, according to the Washington D.C. based trade group's survey of 1,000 chefs.

Pomegranates, figs, fresh herbs, exotic mushrooms, and whole-grain breads and focaccia also make the hot list. Favorite trendy cuisines of the chefs that were polled include Mediterranean, Latin American and pan-Asian.

Organic and locally grown produce remains trendy, too. Operators of fine dining, casual dining and family dining establishments said they expect sales of such items to grow significantly in 2007.



the single most requested shape, but the mixing of 60" x 60" square tables with round tables for a dinner creates a fresh new perspective to an event.

### Tables of Fashion

One trend rental stores are seeing is the staging of more stand-up parties. The 42" high, 30" round cocktail table is in high demand for these occasions. Decked out with stretch covers or colorful linens with overlays, the tables provide a convenient, yet decorative area for guests to congregate.

The mixing of table shapes and sizes at large events such as weddings and banquets is becoming increasingly popular. Event planners feel the round table will always remain



Color plays a big part in event planning. Table linens provide a color palette for an event and create an atmosphere within the space. Table cloths, chair covers and sashes can transform the blank canvas of a tent or an unadorned room into a pristine ballroom.

Descriptions we are hearing to describe linen color trends for the new year range from "bold and spicy" to "cool and frosty." And color is invading the wedding market too. Long dominated by white tabletops, brides are going for daring new browns, purples and greens. Wedding authority Blueberry Press calls chocolate brown the hottest color for weddings at the moment. For weddings and dinner parties cloth overlays are becoming increasingly popular. Layering a contrasting color over the main cloth creates a new dimension to the table. Sheer or embroidered overlays add an aura of elegance and formality to the tabletop.



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## Renting a Chocolate Fountain May Be Beneficial to Your Health!

It's the best medical news in ages...Chocolate may actually be beneficial to your health! A growing body of research, including a study by the American Heart Association, shows that flavonoids found in chocolate - especially dark chocolate can help blood vessels work more smoothly, inhibit clot formation, improve how the body uses insulin and reduce low-density lipoprotein (LDL) or "bad cholesterol."

In independent studies, research suggests that chocolate may help repair aging blood vessels. It may also increase blood flow to the brain.

Chocolate contains a substance called phenylethylamine, which stimulates the nervous system and marginally increases blood pressure and heart rate. The reaction is suspected to closely mimic the feeling when a person is "in love."

Sources: CNN, Medical News Today, National Cancer Institute, WebMD and Yale-New Haven Hospital



## Pomegranates - The Trendy "New" Fruit

Although they have been around for over 4000 years – pomegranates have suddenly become a national phenomenon. You can now find them in everything from shampoo to chewing gum.



Americans' interest in pomegranates was spurred first by recent health studies promoting the fruit as rich in antioxidants, a class of compounds that are thought to help prevent cancer and strokes.

Packed inside every pomegranate are hundreds of glistening red arils – translucent capsules filled with sweet, tart juice and a tiny edible seed. The arils are now popular sprinkled on salads, cereal, main dishes and desserts. The bottled juice is available year round and has become a favorite ingredient in cocktails, dressings and facial cosmetics.

Here is an easy, yet elegant way to enjoy pomegranate juice.

### ***Pomegranate Champagne Cocktail***

Pour two tablespoons of chilled pomegranate juice into a champagne flute. Gently fill glass with chilled champagne. Garnish with a twist of lemon peel if desired.

## NOW PLAYING ON THE BIG SCREEN

Make a grand statement at your next meeting or presentation with Canton Chair Rental's extra large projection screen. Suitable for both front and rear projection, the 9' x 12' screen is available with elegant silver colored bengaline draping that completely covers the unit's sturdy steel frame.

The screen provides a net viewing area of 104" x 140" providing an exceptionally wide angle of view with excellent color rendition, contrast image and registration.



Not only can the screen be used for professional presentations it is also ideal for viewing family films and videos at reunions, anniversaries and weddings. For themed parties such as those held for the Academy Awards and the Super Bowl, the screen will provide a generous viewing area big enough for all your guests to see.

And remember Canton Chair Rental has a whole range of multi media systems and audio visual apparatus available for your events. The A/V equipment along with everything in the Canton Chair Rental collection can be viewed by visiting [www.cantonchairrental.com](http://www.cantonchairrental.com).

## Used Equipment For Sale

*We currently have the following used equipment for sale!*

Propane Grill (2.5' x 2.5').....	\$300.00
Propane Double Burner.....	\$375.00
Beige Plastic Chairs .....	\$8.00
Brown Plastic Chairs.....	\$6.00
Juvenile Wooden Chairs .....	\$2.00
White Plastic Chair w/chrome frame .....	\$8.50
8' Tables .....	\$75.00
18" x 96" Wood Topped Table .....	\$40.00
36" x 36" Formica Topped Tables .....	\$30.00
Children's Tables 8' x 30" x 24" high (each).....	\$30.00
20' x 20' Canopy .....	\$550.00
Cotton Candy Machine.....	\$625.00
Sno-cone Machine .....	\$325.00
Dish Racks.....	\$12.00
Linen Table Covers.....	\$2.50
White Lattice Podium.....	\$60.00
Wireless Lapel Microphone - VHF ...	\$75.00
Wireless Handheld Microphone .....	\$75.00
White Portable Sound System .....	\$50.00
Insulated Pitchers .....	\$1.00
Bubble Bowls – 4".....	75
Hurricane Globes – 8".....	\$1.25
Bocce Ball Set.....	\$15.00
Horseshoe Set.....	\$5.00
Standing Candelabra/Planter Wrought Iron.....	\$115.00
Wedding Arch, Wrought Iron .....	\$150.00
Votive – Hobnail.....	50
6' Brown Formica Bar.....	\$125.00
Blackstone Column 72".....	\$65.00
Blackstone Column 40".....	\$32.00
Blackstone Column 32".....	\$29.00

*\*If you are interested in purchasing our used equipment, **please call us in advance (330-477-7719 or 1-800-686-4331)** so we can have the equipment ready for you to view upon arrival. Please be aware that we may not be able to sell some of these items until future rentals already booked are complete.*

## Employee Spotlight

Canton Chair Rental is pleased to announce the addition of two new members to their team of event consultants.



Susan Essig, the former general manager of WTOF Radio, comes to Canton Chair Rental with an extensive sales and marketing background. She is a graduate of Wintersville High School and has successfully completed insurance and construction licensing courses at Hondros College.

She enjoys gardening, hiking and spending time with her family which consists of two daughters, a granddaughter and three step children. She and her husband Greg reside in Dalton and both make the daily commute to Canton where Greg is employed by the Timken Company.

In her new position Susan enjoys the daily interaction with customers and being part of what she calls the "great team" of employees at Canton Chair Rental.

Kandis Shane is a graduate of Tuslaw High School and attended Wayne College. She has experience in sales, marketing, and banking with a special emphasis in customer service.

An avid outdoors person, Kandi is the secretary of the Lost Arrow Archery Club and enjoys gardening and taking care of her two horses stabled at her Dalton home.

She and her husband Scott are parents of Clay, their 15 year old son and Allie, their 12 year old daughter.

Kandi has enthusiastically jumped into her new position at Canton Chair Rental. She enjoys meeting new customers and feels a special satisfaction helping them plan their special events.

Susan and Kandi join an experienced staff of employees at Canton Chair Rental who go the extra mile to provide customer satisfaction. Give them a call or stop by the showroom and let them show you how easy planning an event can be.



## Have You Seen Us Around Town?

- ★ Canton Regional Chamber of Commerce Annual Dinner
- ★ Westfield Belden Village Bridal Show
- ★ WHBC 94.1 Forever Elegant Bridal Show
- ★ Canton Boat and RV Show
- ★ Massillon RezyFest
- ★ OHSAA Football Championships
- ★ Brown Mackie Ground Breaking Ceremony
- ★ Holmes Lumber Trade Show
- ★ Canton Country Day Regional Robotics Tournament
- ★ Small Business Development Center Tourism Expo





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## The Party Advisor

Canton Chair Rental  
4850 Southway St. SW  
Canton, OH 44706

Address Service Requested

Attn: Special Event Planner

MEMBER



# LOOK WHO'S COMING...



**T**he Easter season will soon be upon us and if you're hosting a holiday event this season you will need one of Scott Costume's cuddly Easter Bunny costumes. Available in white, pink, blue and brown, the bunny costumes come complete with gloves, spats and a colorful vest or apron. Scott's also has a fluffy baby chick costume and other cute animal costumes in case Mr. and Mrs. Bunny need some help passing out goodies.

Scotts also has an extensive collection of historical costumes for religious pageants. Roman soldier, senator and shepherd costumes along with wigs, makeup and period weapons will add drama and authenticity to inspirational themed productions.

And remember, for sales promotions, grand openings and other corporate events, Scott Costume has a large collection of mascots and character costumes that will add color and draw attention to your celebration!