

JANUARY 2012

LOS ANGELES

PREMIERE ISSUE

# J Living

CELEBRATING JEWISH LIFE

TOP CHEF'S  
ILAN HALL  
& ALEX RESZNIK  
SQUARE OFF

DATE NIGHT DECODED BY  
*YOUR WING GIRL*

**6** TOP PICKS  
HOT RESORTS  
IN ISRAEL

1000 YEARS  
OF HISTORY  
ON THE RHINE

MASTER MIXOLOGIST  
NAOMI SCHIMEK'S  
SEXY NEW SIPS

Q&A WITH  
**GAL GADOT**  
A MODEL MOM



personal event into a thriving business: dkkevents, which has now produced more than 200 eco-friendly events to date, each offering an extra helping of community and social action atop the typical fete.

From birthday parties to bar/bat mitzvahs and other high end social celebrations, Deborah begins with a deep examination of all aspects of an event. By leveraging all resources, tracking the life cycle of materials and following the path of money spent, dkkevents takes a thoughtful approach to event planning.

"When you plan a green event, you recognize there is more to a party than meets the eye," says Kupetz. "There are so many things that can be put into play to make an event green. The key is to create a strategy." At an event, she continues, "I deliberately use locally-sourced food and as many alternative green items as possible that can

area homeless shelter and food banks. These are all items that would otherwise be sent to the dumpster far before full use of their life span."

One might expect a green event to be more expensive on average, but Kupetz says, not necessarily. In fact, she empowers her clients to make a difference and often motivates them to save money in clever ways. But for Kupetz, the objective runs beyond than a fun party, regardless of cost. "Celebrations can gently move families to more profound experiences. I've decided to take my planning to the next level by pairing the host, or primary event, with a cause close to his/her heart, thus evoking the opportunity for a secondary reason (and second day of festivity), worth putting the time and money into your dream celebration."

As a result, Kupetz created the "Second Day" events, which utilize the resources from the first day event and enable clients to feel good about what they are doing by helping others. Deborah's first Second Day event was 5 years ago and currently, she is involved in a Foster Care initiative called Foster Care Counts Mothers Day that was born out of a Second Day.

"Long after the event is over and the last shreds of recycled confetti have been swept away," she says, "the host retains memories of having made a difference, of having impacted the lives of his/her friends - and others - for the better."

Contact dkk events at [www.dkkevents.com](http://www.dkkevents.com) or 310-803-9287.

## GREEN IS THE NEW BLACK

BY ALLISON LEVINE

Sustainable-chic event planner dkkevents helps you have your celebration.

I knew my daughters' b'nai mitzvah was more than a commemorative moment for them. I wanted each detail to express what an important celebration it was to our whole family and community," Deborah Kattler Kupetz tells me. Six years ago, Deborah was working in the clothing industry and holding Masters Degrees in Social Work and Gerontology when she began planning her twin daughters' b'nai mitzvah. Despite limited resources for green planning, she spent a year putting the event together to create the perfect event for her daughters.

"I include Earth as a part of the greater community, so I wanted to reflect our values of eco-conscious and sustainable living

in all the materials I chose," she continues. "It wasn't just about finding the 'green' items that worked for us. I wanted the girls to feel like it was their party, their version of this traditional celebration...so I included them in parts of the process."

Friends were so impressed with the event, that afterward, several came to Kupetz for help with their own. Being the entrepreneur that she is, Deborah turned her

be reused, recycled or composted. I use bamboo plates and utensils made from agricultural matter (corn, potatoes, sugarcane fiber) because both are biodegradable. Decor, tablecloths, lighting, etc. should be rented, reusable or repurposed. One of my favorite practices is donating floral center pieces to the residents of local convalescent homes and hospitals. Another eco-conscious community practice is donating excess food to



"The paper bag (or dry cleaning hanger) flowers are a simple, creative, decor element that aims to move and motivate event-goers. It's an eco-relevant demonstration of a hands-on experience. This transformation of an ordinary object into a lovely decorative piece is meant to remind guests that even a small act can inspire a large action, and any action can have an impact, long after the party!"



"I am always about making celebrations more rewarding and thoughtful - the most inspiring ways often don't require a large financial commitment. My idea with the can wall was to creatively represent the 'after-party' charitable contribution from the host and/or guests. There are many ways to go about collecting the cans (cash donations or personal pantry overstock), but their end home is a local food bank on behalf of an honorary host or guest."