



# Press Release

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The Grand Opening of *A Dash of Panache* in downtown Roseville occurred September 13, 2005.

Roseville's unique and newest attraction for families and women has become official.

Roseville, September 13, 2005:

The Grand Opening celebration began with a Ribbon Cutting Ceremony sponsored by the Roseville Chamber of Commerce. (pictures are at the end of this document) Mayor Gina Garbolino, Ambassadors from the Chamber, various city officials, the Alvord family, some of the associates (employees), the landlords, some neighboring business owners and several others joined in the ribbon cutting ceremony.

After the ceremony, the crowd entered the front parlor area and listened to the Executive Owners (Scott and Karen Alvord) tell about the history of the business and what services it will provide to the community. Tables were filled with some choice samples of their menu items, including the popular Tuscan Grilled Chicken Sandwich, soft mouth-watering brownies, Gourmet Chicken Salad sandwiches, multiple flavors of fresh-baked scones, River Rock coffee, their new Chai Tea, and fresh strawberries to dip in their thick homemade whipped cream laced with chocolate ribbons. The crowd stayed around for quite a while and mingled with the staff and each other. Compliments about the food were nothing but positive and several ordered complete lunches.

History and Background:

After a family meeting back in the early summer of 2003, the Alvord family decided to invest in a business that they could all join in on. Karen (Mom) dreamed up the initial concept. After Scott (Dad) did some financial analysis, he soon was just as excited about the idea as a way to invest some extra funds the family had. They both were thrilled with the

For Release anytime after September 13, 2005

possibility of working together and creating a business framework that their seven children (and some friends) could get involved with as much or as little as desired. The seven children (ages range from 7 to 27) are considered “Co-Owners” while their parents are “Executive Owners.”

They set their sights on the historic downtown portion of Roseville because it best fit the concept of their business. They were fortunate to find a 2,300 square foot building on Vernon Street, which they completely renovated. “It took almost four times as long as expected to complete the renovation of the 1920's building but it actually ended up being a blessing to spread out the timeline. We were excited to see everything finally come together,” admits Scott.

The Alvord family is known for hosting unique birthday parties for their children. Reflecting back on the origins of the concept, Karen stated, “At first we wanted to open just a place for women and girls to come and have fun. But after evaluating the needs on Vernon Street, we decided to add a Family Ice Cream and Refreshment Parlor as well, because the community really needed one. In the summer of 2004, we set up a table in front of the gutted building and promoted the business with fliers during the Downtown Tuesday Nights event through the summer. We were amazed at the excitement and support the business generated in the community. This provided us a lot of initial encouragement.”

Be aware that when you look through the front window, you can only see 1/3 of the building. The business contains our primary services to the community:

1. A family ice cream and refreshment parlor that also offers many quality lunch or dinner options for shoppers and downtown employees. They spent significant time designing it to be what they consider to be the best ice cream parlor in Roseville (best ice cream, hot fudge, caramel, even whipped cream).
2. A focus on Women's Events like brunches, lunches, and teas (reservations only). The upscale facility will also provide fun events like mystery parties, Ladies Nights Out, game nights, Mother-Daughter Teas, etc. as well as host bridal and baby showers. The café contains a Vanity Closet that allows guests to borrow and dress up in wild hats, glasses, boas, scarves, and other fun accessories that enhance the fun.
3. There is also a Party Room in the back that hosts girl's themed birthday parties like Princess Parties, Teddy Bear Picnics, Tea Parties, Pre-Slumber Parties, Crazy Hair Salon Parties, etc. These parties are unique and memorable.
4. A small, but unique gift shop that focuses on friendships. This is a great place to buy that perfect gift for your friend, young or old).

Although Scott did not intend to directly manage the day-to-day operations, he explains that a series of incredible events opened and closed doors to place him here. He explains, “We prayed a lot about the business and while I

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never thought things would turn out this way, I just can't imagine that the business could succeed if one of us was not onsite most of the time...there is an incredible amount of responsibility." Scott holds an MBA-MCA degree and continues to run his website development business, Advanced Programming Concepts, on a part-time basis but manages ADOP full-time while Karen and their daughters make sure the women's events maintain a feminine touch. Karen doesn't normally work onsite, except for an occasional evening party or weekend event. She is a full-time LCSW (Licensed Clinical Social Worker) and the Assistant Director for Lilliput Children's Services. Scott and Karen used their own web design company, Advanced Programming Concepts, to develop the website for the new business ([www.ADashOfPanache.com](http://www.ADashOfPanache.com)).

In describing their roles in the business, Scott explains, "Karen handles the fluffy stuff like the items on the menu, recipes, party design, décor, etc. while I manage the associates (staff), make repairs, handle marketing, design the business templates and design/maintain our computer system. We both enjoyed working together on things like shopping, pricing, and developing policies and procedures. All of us are very concerned about quality and memorable experiences for our customers." Karen added, "Our children are as involved as they want to be. Nikki (oldest daughter) and Randy (oldest son) work elsewhere while Chrissi and Dawn work here as supervisors. Keither, Shama, and Kyler (three youngest children) work here when they want to earn some extra spending money."

### Where to Get More Information:

You can pick up extra information and answers to your questions from the following:

1. We have a variety of photos if you would like something specific.
2. Our website at [\*\*www.ADashOfPanache.com\*\*](http://www.ADashOfPanache.com) contains a lot of extra details, information, and some graphics (we can e-mail any graphics you may need). We also have a great calendar of events!
3. The executive owners (Karen and Scott Alvord) can be reached at:
  - Business Phone: (916) 789-4FUN
  - E-mail: [Owner@ADashOfPanache.com](mailto:Owner@ADashOfPanache.com) and [Info@ADashOfPanache.com](mailto:Info@ADashOfPanache.com)
  - Home: (916) 784-0240 (unlisted, not to be published)
  - Karen's Cell: (916) 835-0240 (unlisted, not to be published)
  - Scott's Cell: (916) 799-0240 (unlisted, not to be published)

Outside of A Dash of Panache...



Ribbon Cutting Ceremony...



Scott and Karen Alvord (Executive Owners)...



Sample Menu Items...

