

the unveiling of the Firefighter's Memorial in Capitol Park attended by more than 5,000. They also work as part of a team that coordinates the Salmon Festival held in Folsom each fall.

"But we're very flexible and have also handled groups as small as a dozen for in-home celebrations," says Nadal. "Nothing is really too big or too small for us."

Since food is an essential element of a successful event, the firm recently added its own catering service, managed by Nicole Desmond. Haeling's brother, Charlie Billo, is their executive chef, cooking out of Andiamo's kitchen. He holds monthly tastings for clients to sample the food for an event in advance.

While there are many jokes about "rubber chicken" served at many events, Event Architects takes a very different approach. "We strive for a much higher level of quality. Even though it is at an event, it is more like what you would be served in a restaurant," says Desmond. "We always get compliments on our food and even have guests asking us for our recipes."

Adds Haeling: "Our team works closely with our clients to ensure that every detail fits their vision of the perfect event. Good enough is not enough for us. We are not satisfied unless everyone really has an exceptional experience. And by doing this, we make a hero out of whoever is in charge of the event."

Event Architects can be reached at 444-2709 or go to eventarchitects.net for more information.

Satisfy Your Cupcake Craving

There's no doubt that cupcakes are the hot new food item. Once made by Mom and relegated to children's birthday parties, cupcakes are now grown up and taking center stage for all kinds of celebratory events.

On the forefront of this trend is **Cupcake Craving** in the Howe 'bout Arden shopping center.



Satisfy your sweet tooth with a visit to Cupcake Craving in the Howe 'bout Arden Shopping Center. Left to right, Michael "Jake" Jacobsen, Eileen Peebles and David "Gordy" Cisneros.

"Our mission is to create delicious gourmet cupcakes and handcrafted cupcake cakes for every day and every special occasion," says co-owner **Michael "Jake" Jacobsen**.

"Whether you are craving a bite or need dessert for a party, big or small, we would like to become 'the happy little habit' for our customers."

Cupcake Craving offers a wide array of 14 daily varieties, including some sugar-free varieties, as well as special flavors of the month. The current menu includes S'more Galore, a chocolate cake with a marshmallow center, dipped in fudge then dusted in crushed graham cracker; Koo-Koo for Macarons, a coconut cake mixed with macaroon cookie batter cloaked in coconut butter cream; and Lemon Boost, a zesty lemon cake loaded with creamy lemon curd and covered in lemon butter cream or baked meringue.

Jacobsen and **David "Gordy" Cisneros** met while attending elementary school in Sacramento and

have been best friends ever since.

"I worked at United Parcel Service in West Sacramento for 20 years before retiring to become a full-time dad to my two small children," says Jacobsen.

Cisneros started his baking career right after high school. "Over the next 20 years, I worked to perfect the art of making just about anything out of batter, pastry or frosting," he says. Their third partner, **Eileen Peebles**, is a transplant from Nebraska who holds an engineering and business degree. "I spent my professional career working for Enron before moving to California in 2001," she says.

Jacobsen and Peebles met as volunteer parents at Mariemont Elementary School in Arden Park. "We shared a similar work ethic and vision and decided to go into business together," explains Peebles. "With Gordy's talent and baking abilities and our team's collective desire to do something that was fun

for themselves and our families, we decided that a bakery specializing in one-of-a-kind cupcakes was the perfect business."

Peebles's husband, John, and Jacobsen's wife, Jennifer, are both attorneys and assisted in trademarking and licensing, as well as setting up the business structure for Cupcake Craving.

"We deliver beautiful, high-quality cupcakes to enjoy at home with friends and family and to present at birthday parties, anniversaries, bridal showers, weddings and other celebratory events," says Jacobsen. "Since all of our items are kosher, our products are also perfect for any bar mitzvah and bat mitzvah."

Cisneros says Cupcake Craving is the only retail bakery in Sacramento dedicated solely to cupcakes and cupcake cakes. "We pride ourselves not only in excelling in cupcakes

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but also in delivering one-of-a-kind customer service, like personally counseling our customers to create a one-of-the-kind cupcake cake for that special birthday, anniversary, wedding or other momentous event.”

“We also cater to local businesses and special events,” adds Peebles. “We customize cupcakes with the logo of a business or products they are marketing for delivery to their clients.”

Peebles says they can scan photos onto birthday cakes and team photos onto end-of-the-season celebration cakes.

To facilitate serving cupcakes in a variety of settings, Cisneros says they have a large assortment of tiers and displays for rent and purchase for weddings, birthday parties and other special events. The company will deliver free of charge with the purchase of any two dozen cupcakes within a limited area, or anywhere in the Sacramento region for a fee.

For Cisneros, the business has now become a family affair. His brother, Tony, has been a professional baker for more than 20 years. “After the initial success of our bakery, we hired Tony as our second baker,” explains Cisneros. “We also recently hired Tony’s daughter, Kelly, to assist in the evenings in working the counter.”

Cupcake Craving is in the Howe 'bout Arden shopping center between Nordstrom Rack and Baja Fresh, next to Fish Planet. Call 923-5995 or visit cupcakecraving.com for more information.

Pink House Reborn as Shoe Boutique

Tucked in East Sac, just south of Folsom Boulevard, is a distinctive pink house on 33rd Street. “One day while I was eating at the 33rd Street Bistro, I looked over and saw it was available for rent,” recalls **Gerri Coffey**. “I knew it was the perfect



The Pink House offers a unique shopping experience

place for the store I had considered opening.”

When Coffey talked to the landlord, she found out that he had purchased the condemned building with the intent of tearing it down to serve as a parking lot for the neighboring Folsom Boulevard stores, whose

property he also owns. When he found out it would only produce five parking spaces, he decided to rehab it and then rent it out.

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