

June 28, 2007

TTAB

Mr. Andrew Baxley
USPTO
600 Dulany St.
Alexandria, VA 22313

78634920

RE: Proceeding Number 91171282
Notice of Reliance

Enclosed please find exhibits under notice of reliance which were referred to in testimony given by witnesses for the plaintiff on June 26, 2007. An index of the 38 exhibits is included. This index divides the exhibits into four sections and details the specific question where the exhibit(s) were referenced by the witness. The plaintiff will forward a revised index, which will refer to specific page and/or line numbers, once a copy of the official transcripts have been received from the attending court reporter.

CERTIFICATE OF SERVICE

I hereby certify that copies of the enclosed exhibits will be sent to the applicant's attorney, Remy J. VanOphem, Vanophem & Vanophem, P.C., at 51543 Van Dyke Avenue, Suite 103, Shelby Township, MI 48316-4447, along with a complete transcript and evidentiary exhibits, within the prescribed thirty-day period following the date of the testimony, which was June 26, 2007.

Date: June 28, 2007

By: _____

Wendy Reed



06-29-2007

U.S. Patent & TMO/TM Mail Rpt Dt #72

NOTICE OF RELIANCE

For United States Patent and Trademark Office Proceeding Number 91171282
Enclosed exhibits to be used in conjunction with plaintiff's testimony
Index of Exhibits Follows

Index of exhibits under Notice of Reliance
USPTO proceeding number 91171282
Offered on behalf of plaintiff

Section 1: Exhibits referred to in by plaintiff's witness, Wendy Reed, Question 4

- Exhibit 1: "Offbeat Broad Ripple shop planning to close its doors," *Indianapolis Star*, May 19, 2001. Article which discusses plaintiff's former retail endeavor, as well as her current Sugar Buzz shop and what the new shop offers. 2pp
- Exhibit 2: *Indy's Child* Advertisement, March, 2001
- Exhibit 3: *Indianapolis Kids' Directory* Advertisement, December, 2001
- Exhibit 4: *Indianapolis Kids' Directory* Advertisement, July, 2003
- Exhibit 5: *Indianapolis Kids' Directory* Advertisement, September, 2004
- Exhibit 6: *Indianapolis Kids' Directory* Advertisement, October, 2005
- Exhibit 7: *IndyMoms* Advertisement, April, 2007
- Exhibit 8: *IndyMoms* Advertisement, June, 2007
- Exhibit 9: *Indy's Child* Advertisement, October, 2001
- Exhibit 10: *Indy's Child* Advertisement, March, 2002
- Exhibit 11: *Indy's Child* Advertisement, October, 2002
- Exhibit 12: *Indy's Child* Advertisement, April, 2003
- Exhibit 13: *Indy's Child* Advertisement, September, 2003
- Exhibit 14: *Indy's Child* Advertisement, March, 2004
- Exhibit 15: *Indy's Child* Advertisement, November, 2004
- Exhibit 16: *Indy's Child* Advertisement, March, 2005
- Exhibit 17: *Indy's Child* Advertisement, September, 2005
- Exhibit 18: *Indy's Child* Advertisement, November, 2005
- Exhibit 19: *Indy's Child* Advertisement, April, 2006
- Exhibit 20: *Indy's Child* Advertisement, November, 2006
- Exhibit 21: *Indy's Child* Advertisement, June, 2007

Exhibit 22: PartyPop.com. Screen shot of Sugar Buzz ad as it currently displays; an email from the PartyPop representative which confirms plaintiff has been advertising on PartyPop.com since July 11, 2005. 4pp

Exhibit 23: YellowPages.com. Screen shot of Sugar Buzz listing as it currently displays.

Exhibit 24: IndyMoms.com. Screen shot of Sugar Buzz listing as it currently displays; documentation from IndyMoms representative which demonstrates plaintiff's advertisement was displayed between March 26, 2007 through May 20, 2007. 3pp

Section 2: Exhibits referred to in by plaintiff's witness, Wendy Reed, Question 8

Exhibit 25: "Scooping out a Niche," *Indianapolis Business Journal*, July 1, 2002
Article about Indianapolis ice cream maker in which plaintiff is quoted; name plaintiff's business and services offered there are also mentioned. 3pp

Exhibit 26: "Buzzing with activity: unique Broad Ripple biz ready to offer franchises,"
Indianapolis Business Journal, June 12, 2006. Article about plaintiff's business. 4pp

Exhibit 27: "Sugar Buzz brings convenience to child care service," *Indianapolis Business Journal*, September 19, 2005. Article about plaintiff's business. 2pp

Exhibit 28: "Offbeat Broad Ripple shop planning to close its doors," *Indianapolis Star*,
May 19, 2001. Article which discusses plaintiff's former retail endeavor, as well as her current Sugar Buzz shop and what the new shop offers. 2pp

Exhibit 29: "Cheerleader Sharlean gets good grades," *Indianapolis Star*, December 23, 2002
Article about a high school student whose good grades earns her a birthday party at plaintiff's place of business. 1pp

Exhibit 30: "Xtreme parties," *Indianapolis Star*, August 20, 2006
Article about Indianapolis area birthday parties in which plaintiff is quoted; name of plaintiff's business and services offered there are also mentioned. 3pp

Exhibit 31: "12-year-old Chelsea likes crafts, animals and school," *Indianapolis Star*, March 12, 2007
Article about Indianapolis area child in need of adoption in which plaintiff's business name and the services offered there are mentioned. 1pp

Exhibit 32: "Cake, candles, no cleanup," *Indianapolis Star*, June 4, 2007. 2pp

Exhibit 33: "How's business?" *Topics Newspapers*, July 4, 2002
Interview with plaintiff about her business. 1pp

Exhibit 34: "Kid's Birthday Blowout," *Indianapolis Monthly*, January, 2004
Award given to plaintiff's business in recognition of the high quality of service provided. 1pp

Exhibit 35: "Parties," *Indianapolis Monthly*, March, 2006
Recognition given to plaintiff's for her professional party business. 1pp

Section 3: Exhibits referred to in by plaintiff's witness, Wendy Reed, Question 9

Exhibit 36: "Kid's Birthday Blowout," Indianapolis Monthly, January, 2004

Award given to plaintiff's business in recognition of the high quality of service provided.
1pp

Exhibit 37: "Parties," Indianapolis Monthly, March, 2006. Recognition given to plaintiff's for her professional party business. 1pp

Section 4: Exhibits referred to in by plaintiff's witness, Wendy Reed, Questions 5 & 12 and by plaintiff's witness, Pam Weaver, Questions 8 & 11

Exhibit 38: "In for a Treat," Entrepreneur, June, 2006. Article about plaintiff's business. 1pp

SECTION 1

Indianapolis Star

Estimated printed pages: 4

May 19, 2001

Section: BUSINESS

CENTERPIECE

Edition: CITY FINAL

Page: C01

Offbeat Broad Ripple shop planning to close its doors

Artzy Phartzy, an area staple since 1987, will be missed by many loyal patrons.

DANA KNIGHT AND ROCHELLE DAY STAFF WRITERS

The name was daring enough: Artzy Phartzy.

When Wendy Reed opened the Broad Ripple shop nearly 14 years ago, some of her customers couldn't even bring themselves to utter the last two syllables.

It was far out. Taboo almost.

But the funky store where dime-store candy clashed with psychedelic fixtures, fake tattoos and body jewelry soon won over the city's hippest and most daring consumers.

Today, the uniqueness has worn out, sales have nosedived and Reed says she will call it quits, shutting the store June 1.

"The competition really took over," said Reed. "All of a sudden, people could go to Target to buy a lava lamp. They didn't have to come here."

As Broad Ripple's bar-laced stretch has turned increasingly upscale, Reed said she finds her core customers, who are turned off by upscale, making less frequent stops at the 918 Broad Ripple Ave. shop.

At the same time, she has taken on the role of first-time mother and that, she says, also is key to Artzy Phartzy's closure.

"He's the man," she said, pointing to 2-year-old Cooper. "He's the real reason I'm giving it up. I suddenly just realized my heart wasn't in it."

Not like it was in 1987, when Reed, a single woman tired of her career in sales, wandered into her first venture in retailing. The quirky startup outlasted anything she imagined and along the way blazed a trail for inventory that others would follow.

"Sometimes, looking back, I don't even realize the magnitude of it," she said.

But Reed seems less than sentimental about the closing of the store she started from the ground up. She is animated and giddy as she helps customers wade through goods marked down 30 percent to 70 percent.

But some loyal customers are having a hard time letting go. "We've had a few in here crying," Reed said. "There's been some tears shed."

Disbelief, shock, even anger emerged as customers filtered in the store this week unaware of the closing.

"That sucks," one customer blurted out.

"I just hate to see it close, because you can't find anything anywhere else that's (this) unusual," said Martha Hentzell of Lebanon, who counts on the store for quirky purchases that are "just fun."

Artzy Phartzy wasn't just a Broad Ripple fixture, it was a central Indiana destination spot. The gag gifts, body glitter and beaded jewelry were tough to find anywhere else.

"There is no real replacement," said Jill Leeper, an English professor at Ball State University who works summers at the store. "There are bits and pieces you can get other places. But not all in one place."

The closing of the shop is the end of old Broad Ripple, Leeper said. "It's basically the nail in the coffin."

According to Reed, a gourmet wine shop will take over her space.

Not necessarily a bad replacement, she said, but not the type of store to draw in Artzy's customers.

"There's been tons of reaction," said manager Lindy Marsh. "Nobody wants us to go."

For the Broad Ripple business scene, it's sad to see a longtime retailer moving out, said Elaine Zukerman, administrative coordinator for the Broad Ripple Village Association. "They've been there for so long they're kind of like a mainstay."

Still, Broad Ripple's retail flavor is far from fading out. In the past year, several niche shops have opened, including a gourmet dog food bakery, a shoe store and clothing stores.

"It's probably right now 50-50," she said. "There may still be a few more restaurants. It's like anything. It's ever-changing. We have a very nice mix of nightlife and daytime businesses."

For Becky Martin, a Broad Ripple native who has been shopping at the store since its grand opening in 1987, the shuttered shop will leave a void.

"I feel like Artzy Phartzy is a real Broad Ripple staple," Martin said. "For the village itself, it's really too bad."

Still, it's a good thing for Reed, who says the closing will give her time to focus on Cooper.

And her latest endeavor -- the Sugar Buzz, a homemade ice cream shop opened this month next door to Artzy Phartzy -- allows Reed to mix her business knowledge with motherhood.

In addition to selling the frozen treats, she's offering a party service for children's birthdays and other special occasions.

She will transfer a few of the items from the outgoing store -- like candy, fake tattoos and gag gifts -- to the new one.

"Customers will still see glimpses of Artzy Phartzy around," she said. "We're not totally gone."

Contact Dana Knight

at 1-317-444-6012 or via e-mail

at dana.knight@indystar.com

Contact Rochelle Day

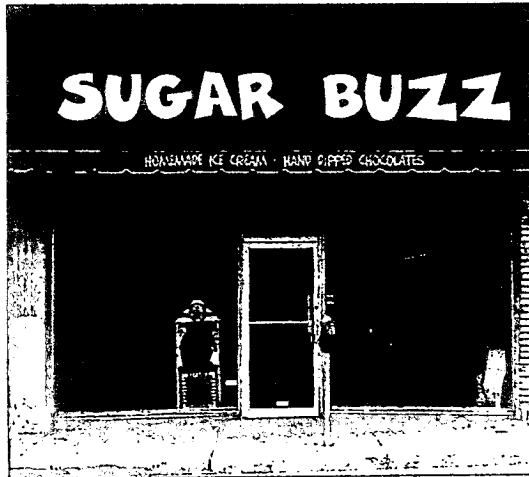
at 1-317-444-6246 or via e-mail

at rochelle.day@indystar.com

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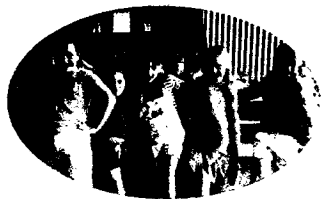
Sciences

Schools

Education

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Sugar & Buzz

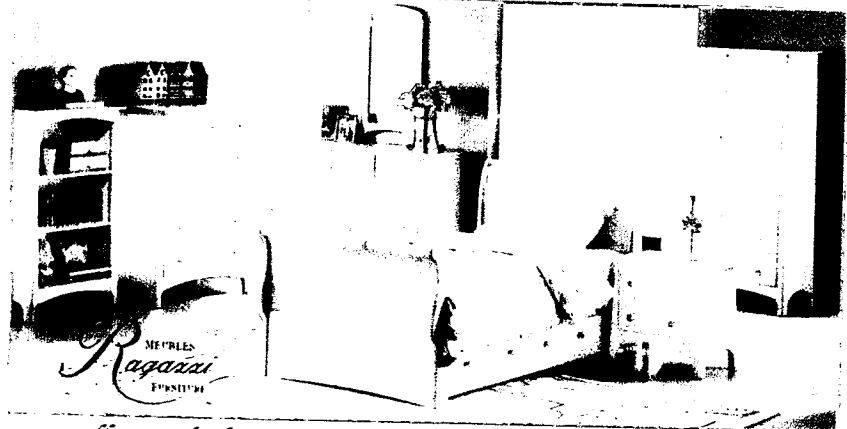


920 Broad Ripple Avenue
 For more information or to schedule
 your child's next party, call
254-8379

Joke & Gag Party • Dress Up • Hollywood • Hula Hula Hula • Jungle Fever • Beach Party • Disco • Tea Party • And 100s more!

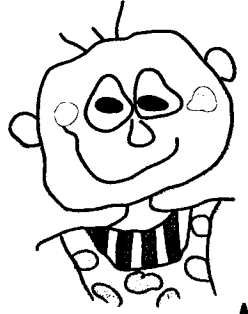
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Joke & Gag Party
Glamour Girl
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Fairy Fantasy

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Fun in Hollywood
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Your Entertainment Company Presents...

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We have all your kids favorites: Explorer Girl & Sponge Boy!
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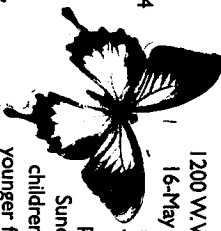
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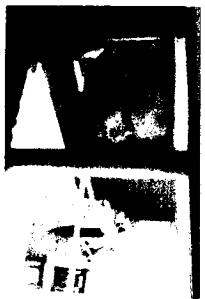
Space: A Journey to Our Future: Exhibit gives visitors an opportunity to experience past explorations and future destiny in space. Free with admission.

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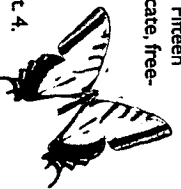
War-time Toys: Toys and memorabilia from the World War II era. 1 to 4 p.m.



Museum of Miniature Houses

1200 W. Washington St. March 16-May 24: 9 a.m. to 4 p.m. Monday through Thursday, 9 a.m. to 5 p.m. Friday through Sunday. \$8.50, seniors and children 2-12 \$6.50, 1 and younger free (includes Indiana's Zoo). March 1-Oct 31: \$13.50, seniors and children 2-12 \$8.50. (317) 630-2001.

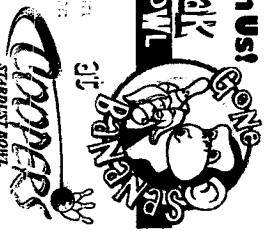
Butterflies: Fifteen hundred delicate, free-flying butterflies. Free with admission. Through Sept. 4.



Tara J. Falter Art Show: Bloomington-based artist's display of animal portraits is featured in the Schaefer Rotunda entrance to the Gardens.

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Zoo. We took some peanut butter sandwiches to the zoo today and had a picnic in between our animal visits!

MUMMEL PARK

We live close to Plainfield and Hummel Park is awesome! We always take our 5-year-old there for play and picnic. They have three parks (one big and two little), lots of walking trails, great places for a picnic and a big creek to wade in. We absolutely love it there! Can't wait to take our newest addition. =)

I LOVE MUMMEL PARK

Forested by myflockof3
If you walk around the park once and then go to the back and all the way to the end of the trail and back, it is about 5 miles. I walked trying to throw myself into labor. It didn't work, but I had fun.

HOLIDAY PARK

We love Holiday Park at 62nd and Spring Mill Road. My 2-year-old son enjoys the toddler playground and the Nature Center (which is great on rainy days).

CARMEL PARKS

There is a park in Carmel, I think it's 116th and Towne (Township Line), just north-west of that intersection. They have water sprayers and shooters, and a great trail around a lake. I also love Holliday Park. It's worth the trip! Especially

gated playground. No worrying about wandering off.

WEST PARK

You may be thinking about West Park in Carmel. It's got great trails and lots of open spaces, in addition to the playground, water sprinkler/creek and sledding hill. We also like Coxhall Gardens (just to the east on 116th) with its paths and play area that has small building facades and a sand area.

➔ We're just getting started. Use the IndyMoms.com calendar to find more fun things to do with your kids this summer.

STATE PARKS!

We love state parks. You have to pay a fee to enter. But if you buy an annual pass it's good for all state parks. Our favorites are Ft. Benjamin Harrison (near 56th and post), Turkey Run, Brown County and McCormick's Creek. You can see more here: <http://www.in.gov/dnr/park-lake/index.html>

WE LIKE SCULPTURE GARDENS

My kids really like to visit the grounds behind the Art Center in Broad Ripple and also the White River State Park Downtown. We usually

bridge and walk over to the canal where we can rent a pedal boat. We are looking forward to the opening of the new sculpture garden at the IMA as well.

WE HAVE SEVERAL

We rotate between Holiday, Canterbury and Broad Ripple Park. Eagle Creek is fun too. We visit the zoo and the gardens and always have a picnic at the end of our morning.

GREENWOOD PARKS

Typically we go to the Old Towne Park that is next to the Greenwood Library. It's small enough to keep track of the kids, and it's usually not too busy.

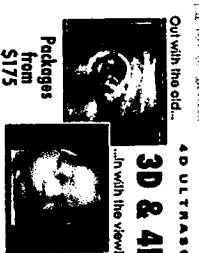
INDY INDIANS

Ported by Caryn
We like to head to the Indians games. We usually get the lawn tickets and bring a cooler, blanket and a couple toys. The games offer a great atmosphere for children of all ages!

INDEPENDENCE PARK

We had a playdate at Independence Park in Greenwood recently and were blown away. It has a paved walking track around the playground, a huge play area with a variety of toys for older and younger kids. Our 3-year-old loved playing in the sand, but I'll warn you that he was filthy when we were done. He had a blast though!

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OPTIONAL EXTENDED DAYS
Tues &/or Thurs 11:30am-1:30 pm
Wed, Thurs, & Fri 9:00-11:30 am

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Mon &/or Wed 11:30 am-2:00 pm

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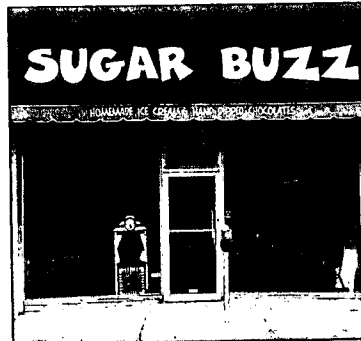
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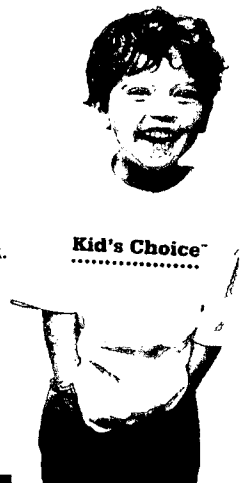
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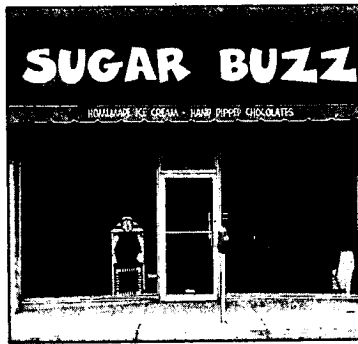
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Want You to Get Away

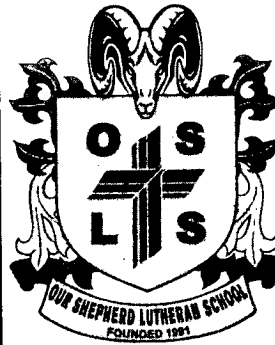
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All entries must be received by April 31 and must include your name, address and phone number. Winning entries will be published in our June issue.

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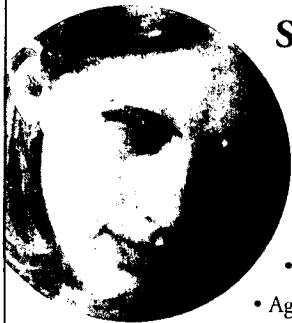
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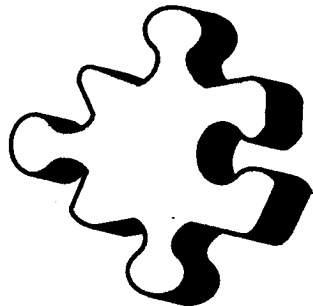
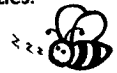
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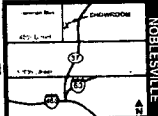
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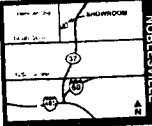
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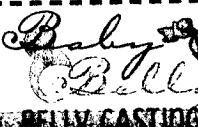
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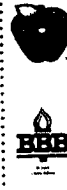
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Taste of the Southside—for the Holidays

Silent auction, etc. Tickets: \$30, 2 for \$50; \$40 at door. Tickets available at Greenwood Chamber of Commerce, Lincoln Bank, A Piece of Cake and Valle Vista. 5-8pm. Valle Vista, 755 E. Main St., Greenwood, Ind. 888-4856.

The Higher the Hair, the Closer to Heaven - A Musical

Performing music by the greatest female country singers. Tickets: \$15/adults; \$5/children 13-17; free/children 12 and under. For tickets call 800-304-8588. 7pm. Nashville Folies Theatre, Coachlight Square, Downtown Nashville, Ind.

Zionsville Concert Band - A Concert

Free. 2pm. Indianapolis Arts Garden, Circle Centre Mall. 631-3301

Monday, November 7

Southside Chapter of Mothers and More Club

For mothers who stay-at-home or have reduced their hours in the workplace to raise their children. 6:30-8:45pm. Southport Library, 2630 East Stop 11 Road. 854-1287.

Ann Katz Festival of Books

The Beggar King and the Secret of Happiness will be discussed by Joe ben Lutz. Free. 7:30pm. Arthur M. Glick Jewish Community Center, 6701 Hoover Rd. 251-9467 ext. 220.

Bookworms

Also November 14. Stories, a snack and a craft. Theme for November 7 is "Pigs Galore," and November 14 "Backwards Day." Ages: Grades 2 and 3. Registration required by calling 844-3363, 4 or 6:30pm. Carmel Clay Library, 55 Fourth Avenue SE, Carmel, Ind.

Mothers & More Zionsville/NW Indg Meeting

Monthly chapter meeting. A support and advocacy group for mothers of young children. New members welcome. 7pm. Zionsville Presbyterian Church, 4775 W 116th St., Rm. 201. 769-7724.

Tuesday, November 8

Autumn Animals - A Class

Through November 29. Learn what animals do in the autumn to get ready for winter. Story, craft, and a walk in the EcoLab. All children must be accompanied by an adult. Cost: \$5/child. To register or for more information call Jen Smudebush at 997-8087. 10-11:30am. Cold Spring School, 3650 Cold Spring Rd., Environmental Resource Center.

Ann Katz Festival of Books

Jewish Food: The World at Table by Matthew Goodman. Book has more than 170 recipes from 29 countries handed down through the generations. Free. 7:30pm. Arthur M. Glick Jewish Community Center, 6701 Hoover Rd. 251-9467 ext. 220.

Earthy Adventures - Preparing for Winter

Nature-related topic through books, a craft, hike and hands-on experiences. Dress for weather. Ages: 3-5. Cost: \$4/child. Registration due by November 1 by calling 595-3458. 10am. Ritchey Woods Nature Preserve, 10410 Hague Rd., Fishers, Ind.

Eco Adventures - Preparing for Winter

Explore a nature related topic through hands-on adventures. Dress for the weather. Ages: 6-9. Fee: \$2/child. Registration required by November 1 by calling 595-3458. 4:30pm. Ritchey Woods Nature Preserve, 10410 Hague Rd., Fishers, Ind.

Election Day: "Live from Delaware Street, 1898"

Re-enactment of the Harrison family members and household staff on election day. Cost: \$7/adults, \$4/children. 10am-3pm (every half hour). President Benjamin Harrison Home, 1230 N. Meridian St. 631-1885.

Eric Lay - A Concert

Performing guitar music. Free. 12:15pm. Indianapolis Arts Garden, Circle Centre Mall. 631-3301.

Jazz Combo - A Concert

Features students of the university. Free. 7:30pm. Christel DeHaan Fine Arts Center, University of Indianapolis, 1400 E. Hanna Ave. 788-3255.

Jungle Tales - A Class

An animal-based craft and storytime. Fee: \$1. Ages: Preschooler. Pre-registration required by calling 327-7181. 10am. Garfield Park Conservatory, 2505 Conservatory Dr

Library Kids Adventure

Theme will be "Aviation History Month." A former Air Force pilot will help you celebrate with interesting facts and activities. Ages: Grades 4 and 5. Registration required by calling 844-3363. 4-5pm or 6:30-7:30pm. Carmel Clay Library, 55 Fourth Avenue SE, Carmel, Ind.

Ronen Chamber Ensemble Concert

The concert is titled "Migrations of a Melody," after the story by Y. L. Peretz. Along with the music there will be a reading of the story during the performance. Tickets: \$18/general admission; \$12/senior citizens, students and AFM members in advance. For tickets call 846-9334 or online at www.ronenchamber.org. 7:30pm. Hasten Hebrew Academy Cultural Arts Center, 6602 Hoover Rd.

Tuesday Matinee: Food for Thought...and Song

Music performed by ISM Singers about food. Cost: \$3/person or free with museum admission/free museum members. 2-3pm. Indiana State Museum, 650 W. Washington St. 232-1637.

Wednesday, November 9

After School Craft

Make a Thanksgiving decoration. Ages: School-age. 3-5pm. Haughville Library, 2121 W. Michigan St. 275-4420.

All Aboard!

Stories, songs and activities about trains. Ages: 2-5 with an adult. To register call 275-4530. 10:15am. Wayne Library, 198 S. Girls School Rd.

Ann Katz Festival of Books

Indy Klez will perform klezmer music. Narration and interpretation of the music by the Jordan Dance Ensemble. Free. 7:30pm. Arthur M. Glick Jewish Community Center, 6701 Hoover Rd. 251-9467 ext. 220.

Christmas Gift & Hobby Show

Through November 13. Tickets: \$7; \$6/seniors; free/children 12 and under. For more information call 576-9933. 10am-9pm Wednesday-Saturday; 10am-6pm Sunday. Indiana State Fairgrounds, West Pavilion.

Frantz & Krahenbuhl - A Concert

Perform acoustic folk music. Free. 12:15pm. Indianapolis Arts Garden, Circle Centre Mall. 631-3301.

Geist Boutique Sale

Clothing, children's toys and books, housewares, handbags, etc. Ten percent of proceeds and 50% of raffle benefit Camp Fire USA Indiana Heartland Council. 10am-1pm and 4-8pm. Indianapolis Yacht Club, 12900 Fall Creek Rd.

Indianapolis Public School Marching Band Tournament

IPS high school bands will be competing. Spectators with the most school spirit will receive a trophy and \$1,000 scholarship for the school's music program. 7-9pm. RCA Dome, Downtown Indianapolis. 524-6221.

Toddler Story Hour

Also November 12. Stories, songs and activities. Ages: Toddlers 18-36 months with an adult. To register call 275-4380 ext. 5. 10:15am. Franklin Road Library, 5550 S. Franklin Rd.

Toddler Storytime

Interactive stories, songs and activities. Ages: Toddlers 13-23 months with an adult. To register call 275-4320. 9:30am. College Avenue Library, 4180 N. College Ave.

Truth About Cats and Dogs

Stories, songs and activities about dogs. For the entire family. 7pm. Pike Library, 6525 Zionsville Rd. 275-4480.

Thursday, November 10

1-2-3 Magic - A Class

Also November 17. Learn easy-to-follow steps for disciplining children without yelling, arguing or spanking. Free. Child care provided. To register call 466-1000 ext. 2451. 7pm. Southport Presbyterian Church, 7525 McFarland Blvd.

Ann Katz Festival of Books

To Life! Jewish Reflections on Everyday Living by Amy Lederman. Discussion on this book which consists of essays and columns on what Judaism has to say about living each day with purpose. Free. 7:30pm. Arthur M. Glick Jewish Community Center, 6701 Hoover Rd. 251-9467 ext. 220.

Ann Katz Festival of Books

Skirting the Issue: Stories of Indiana's Historical Women Artists. This book will be discussed by Judith Vale Newton and Carol Ann Weiss. Free. 2:30pm. Arthur M. Glick Jewish Community Center, 6701 Hoover Rd. 251-9467 ext. 220.

Art, Music, People

Food by Puck's and music by Larry Calland's Conga Jazz band. Cost: \$7/members; \$14/public. 6pm. Indianapolis Museum of Art, Deer Zink Events Pavilion, 4000 Michigan Rd. 923-1331.

As Fast As Circumstances Should Permit: Abraham Lincoln's Move Toward Equality

Dr. Gerald Prokopowicz, East Carolina University history professor, will discuss the issues before Lincoln and how his move toward equality forever changed American race relations. 7-9pm. Indiana History Center, 450 W. Ohio St. 232-1882.

Bedtime Storytime

Wear your jammies and bring a teddy and pillow during this storytime. Ages: 2-kindergarten with an adult. 7pm. College Avenue Library, 4180 N. College Ave.

Fall for the Small

Fall stories and activities. Ages: Toddlers 1-3 with an adult. To register call 275-4470. 10:15am. Nora Library, 8625 Guilford Ave.

Family History Orientation Tour

Also November 22. Learn where the genealogical tools you need are located and what resources the library holds for genealogists and where to find them. Pre-registration required by calling 232-3689. 9:30am. Indiana State Library, 140 N. Senate St. 232-3675.

Fanfares, Odes and Agers - A Concert

Performed by the University Campus Band and Symphonic Wind Ensemble. Free. 7:30pm. Christel DeHaan Fine Arts Center, University of Indianapolis, 1400 E. Hanna Ave. 788-3255.

German Americans - A Film

Explores the German presence in America from colonial times to WWII. Free. Noon. Indiana History Center, Cole Porter Room, 450 W. Ohio St. 232-1882.

Hip Trip - A Concert

Performing sounds of Motown. Free. 12:15pm. Indianapolis Arts Garden, Circle Centre Mall. 631-3301.

Maritza Correia, Olympic Medalist Swimming - A Discussion

A conversation and lunch with Correia, a world class swimmer and Olympic medalist. Proceeds benefit Stay in Bounds education program. For tickets call 916-4250. 11:30am. NCAA Hall of Champions, 700 W. Washington St.

Veteran's Day Ceremony

Honors local veterans. Theme is "Support Our Troops." Free. Noon. Carmel Fire Headquarters, Three Civic Square, Carmel, Ind. 571-2474.

Wild About Animals

Naturalists from the Indianapolis Zoo will present natural artifacts to help you learn about animals. Ages: Kindergarten-5. To register call 275-4510. 7pm. Southport Library, 2630 E. Stop 11 Rd.

Wild About Animals

Naturalists from the Indianapolis Zoo will present natural artifacts to help you learn about animals. Ages: Kindergarten-5. To register call 275-4370. 4pm. Flanner House Library, 2424 Dr. M.L. King Jr. St.

Friday, November 11

A Woman's Heart - A Concert

Features Mary Black, Maura O'Connell, Sharon Shannon and Cara Dillon. Tickets: Adults \$30, \$25, \$20; students & seniors \$24, \$20, \$16. Tickets available at Clowes Box Office Monday-Friday 10am-5pm and Saturday 10am-2pm or by calling Ticketmaster at 239-1000 or 239-5151 or at any Ticketmaster center. 8pm. Clowes Memorial Hall, 4600 Sunset Ave.

Arts Garden Chamber Ensemble - A Concert

Free. 1pm. Indianapolis Arts Garden, Circle Centre Mall. 631-3301.

Baby Storytime

Interactive stories, songs and activities. Ages: Babies 9-17 months. To register call 275-4460. 10:30am. Lawrence Library, 7898 N. Hague Rd.

Broad Ripple Holiday Preview Party

Visit the galleries, boutiques and restaurants in Broad Ripple Village. 5-9pm. 251-2782.

Campdown Dinner and Silent Auction

A non-profit organization dedicated to serving youth in Central Indiana through wilderness adventures. Tickets: \$100/person plate. Thor Ramsey, comedian will entertain. For tickets call 733-0631. 5pm. The Fountains, Carmel, Ind.

Christmas Bazaar

Also November 12. Proceeds benefit Little Sisters of the Poor. 9am-4pm. St. Augustine's Home, 2345 W. 86th St. 872-6420.

IUPUI Girls Volleyball vs. Western Illinois

Tickets: \$7/adults; \$4/youth 12 and under; free/children under 4. For tickets call 278-5247. 7pm. IUPUI Natatorium, University Blvd. and New York St.

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Katrina Mitten - Artist in Residence

Also November 12. Storyteller and beadwork embroidery artist. Demonstrating and displaying her work. 10am-3pm. Eiteljorg Museum, 500 W. Washington St. 634-3827.

Prairie Tikes: Happy Harvest

Grind corn, have a cornbread snack and learn about pioneer foods. Ages: 2-6. Cost: \$10/person nonmembers; \$9/person members. Reservations required by calling 776-6006. 9:30-11am. Conner Prairie, 13400 Allisonville Rd., Fishers, Ind.

Public Tour: "Veterans"

A one hour walking tour. No reservations required. Free. Following Veterans Day Ceremony. Crown Hill Cemetery, Field of Valor (meet by the stage or podium). 920-2644.

Veteran's Day Parade

Start at Michigan and Pennsylvania, south on Pennsylvania to New York, west on New York to Meridian St., north on Meridian to St. Clair. Parking free at parking meters within St. Clair St., East St., South St. and West St. 11am. 247-3296.

Veteran's Day: A Special Program Honoring Veterans

Free. 2:30pm. Crown Hill Cemetery, Field of Valor Section, west of the Community Mausoleum. 920-2644.

Winter Wonderland - A Play

Also November 18 and 25. A magical and mystical holiday production. Admission: \$15/adults; \$5/children ages 13-17; free/children 12 and under. For tickets call 812-988-9007. 8pm. Nashville Folies Theatre, Coachlight Square, Downtown Nashville, Ind.

Saturday, November 12

Al Spangler - Gospel Concert

Dinner and music tickets \$35. For tickets call 852-9774. 6pm doors open; 6:30pm buffet; 8pm show. The Crown Room Dinner Theatre, 900 E. 56th St., Sic. 200, Brownsburg, Ind.

Ann Katz Festival of Books

A screening of *Gloomy Sunday*. A love triangle unfolds in a small restaurant in Budapest despite World War II raging in the background. Free. 7:30pm. Arthur M. Glick Jewish Community Center, 6701 Hoover Rd. 251-9467 ext. 220.

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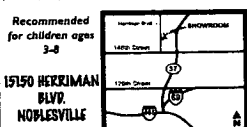
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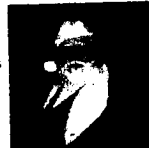
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Wendy's former business, Artzy Pharty, was a favorite of many for over 12 years. Then, in 1999, she launched Sugar Buzz. Many are familiar with Wendy because they've seen her perform all over with her bands, First Impression and The Wendy Reed Band. With her background as a performer at Paramount Kings Island and Lakes Six Flags, lends a theatrical element to all of our programs.

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To: "'Sugar Buzz'" <Pam@sugarbuzzkids.com>
Subject: RE: ugar Buzz Information
Date: Wed, 4 Apr 2007 10:57:15 -0700
X-Mailer: Microsoft Office Outlook, Build 11.0.6353
Thread-Index: Acd24pGN8Kiu60OJRI2IHJbICQPObgAABKrg
X-MXRate-Prob: -1
X-MXRate-Country: US
X-MXRate-Action: ALLOW
X-Alligate-ReceivingIP: [69.80.208.29]
X-Alligate-Grey: Skipped
X-Alligate-ID: 283544
X-Originating-IP: 66.153.50.71
X-Alligate-In: Passed - Adult: 0 (Req: 18) Spam: 0 (Req: 18) Tot: 0 (Req: 25)
X-Alligate-QueueFile: 035430345.dta
X-Alligate-XFrom: <partypop@partypop.com> [66.153.50.71] United States (US)
X-Alligate-XTo: <pam@sugarbuzzkids.com> (pam@sugarbuzzchildcare.com)
X-NAS-BWL: Found match for 'partypop@partypop.com' on the allowed list (55 addresses, 0 domains)
X-NAS-Classification: 0
X-NAS-MessageID: 1718
X-NAS-Validation: {FFDDCD6C-B597-484D-BA90-708AD2F6F82C}

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Home » Mom to Mom » Activities » Parties & Celebrations

Sugar Buzz gives the best parties!

Submitted by Tina S. on February 20, 2007 - 11:24am.

I just recently had my son's 4th birthday at Sugar Buzz in Broad Ripple. They were fabulous. They have several themes to choose from or will custom design to whatever you want. We, of course, had to have a Disney Cars party. My son is obsessed. Anyway, the price includes decorations, games, face painting, cupcakes, make your own sundaes, goody bags and a special gift for your child. They custom design the goody bags based on your theme and even went a step beyond that and gave my neices age appropriate goody bags. (They are 11 and 8 and were at a 4 year olds party) The only thing I had to do was send invites and thank yous. I will probably do this again next year. If you add up everything that you would buy and all of the time that you would spend having a party it is well worth the money.

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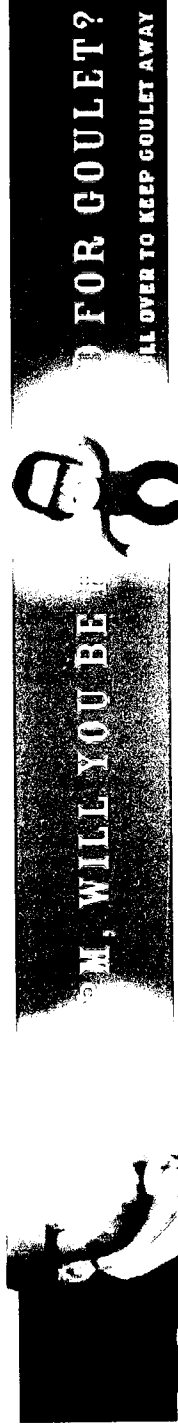


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 Date: Mon, 21 May 2007 12:35:15 -0400
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 Serialize complete at 05/21/2007 12:35:18 PM
 X-MXRRate-Prob: -1
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 X-Alligate-ReceivingIP: [69.80.208.29]
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Date: July 1, 2002

Section: News

Publication: Indianapolis Business Journal (IN)

Scooping out a niche

Ice cream retailer transforms into manufacturer

Author(s): Anthony Schoettle

David and Steve Buckner's operation isn't your typical manufacturing plant . But the Indianapolis brothers have been making their own products since 1984 and building-scoop by scoop-a larger and more diversified customer base .

The Buckners have worked long hours , experimented by trial and error , and endured countless taste tests as they've built Sundae's Homemade Ice Cream and Coffee Co . into a business with annual revenue approaching \$2 million . The brothers and partners have done it with no outside investors .

Sundae's , best known for its local ice cream retail shops , has enjoyed 20-percent revenue growth annually over the last five years , but the Buckners admit a big part of that success came almost by accident .

" As we started growing the [retail] business , restaurants started calling , asking if we'd sell them ice cream , " Steve Buckner said . " It never crossed our minds to sell to restaurants . "

Sundae's client list quickly grew to include some of central Indiana's most trendy upscale eateries , including Palomino Euro Bistro , The Keystone Grill , Mikado Japanese Restaurant , The Glass Chimney , Malibu Grill and Westin Hotel .

Sundae's has also launched a co-branding campaign , supplying ice cream to places such as Ben & Ari's Galaxy of Fun in Fishers , Circle City Pizza and **Sugar Buzz** in Broad Ripple .

About 50 percent of Sundae's revenue comes through the scoop shops , while 40 percent comes from wholesale ice cream sales and 10 percent from wholesale coffee sales . The brothers , who have in just a few short years gained 75 wholesale clients , think that portion of the business will grow quickest .

" We've seen ourselves evolve from a retailer to a manufacturer and we see the manufacturing side increasing , " Steve Buckner said .

The Buckners , however , have no interest in battling the industry's big dippers on grocery store shelves . They say they're happy in their niche .

The brothers handle all ice-cream-flavor creation , production and distribution themselves , each working about 60 hours a week . They have a staff of 25 , mostly seasonal or part-timers , to help run the shops .

" Just to handle a client like Marsh [Supermarkets] , we'd need a larger manufacturing plant , a lot more employees and 10 to 15 trucks , " David Buckner said . " We've never wanted to be the largest ice cream manufacturer , just the best . "

Sundae's has increased capacity to make about 500 gallons of ice cream daily , transporting it in a freezer truck able to carry six tons of product throughout the eastern half of the country . The Buckners said it's critical to offer restaurants a fresh , unique product .

The company's manufacturing plant is surprisingly small , about the size of a living room , with a large walk-in freezer that quickly freezes Sundae's ice cream to 25 degrees below zero . Nothing stays in the freezer longer than seven days , the Buckners said , as they try to keep inventory low to ensure freshness .

" We take orders from restaurants on Wednesday , make the ice cream on Thursday and deliver it on Friday , " Steve Buckner said .

Sundae's makes special flavors-such as pineapple sage , Georgia Peach and cotton candy-for its wholesale clients . They even once made a Tabasco-flavored ice cream , but admit it didn't taste that great .

"We've eaten enough of our own mistakes," Steve Buckner said.

While the Buckners eye growth, they don't want to scoop up more than they can digest. Their business recipe allows them to keep overhead low, beating competitors-especially on the wholesale end-on price by about 25 percent, they said.

When the Buckners founded their first shop in Glendale Mall, they landed in central Indiana long before the majority of the trendy ice cream and coffee shops now dotting the landscape.

"Since we've been here, we've seen all the trends, from yogurt to custard to **sugar-free** and no-taste varieties," David Buckner said.

Steve, 43, and David, 41, weren't too far removed from their days at the University of North Carolina at Greensboro when they decided to move to Indianapolis. After Steve earned a business administration degree and David an accounting degree, the two ran a nightclub in North Carolina before deciding to move closer to their father, who worked at Stokely-Van Camp Inc.'s Indianapolis facility.

The duo initially envisioned running a restaurant and ice cream shop that featured homemade meals and treats. The brothers took courses at Ivy Tech State College to learn about the restaurant and ice cream industries and also worked briefly for another ice cream company.

Shortly after opening their Glendale shop, they began scooping up a niche following.

"We became known for our homemade ice cream and unique flavors," Steve Buckner said.

Sundae's now has 150 flavors, and the brothers strive to invent four new flavors each quarter.

After several years running the Glendale restaurant, the brothers determined the food side of the business was taking their resources away from their trademark ice cream.

"You start muddying the waters about what you're about," David Buckner said. "And there's a whole different set of competition and a lot more food chains."

After more than a decade at Glendale, the Buckners decided it was time to expand.

In 1995, Sundae's opened a shop at 79th Street and Fall Creek Boulevard, and six months later, one in Carmel.

In the spring of 1997, the Buckners moved their ice-cream-making machinery from Glendale to the 79th Street location. The Glendale shop was later closed.

In the spring of 1999, Sundae's opened a shop on Allisonville Road in Fishers. Sundae's also operates a shop in Castleton on 86th Street, but is considering shuttering that store and opening another on the city's east side, possibly as a licensed operation.

The brothers said they are always looking for expansion locations.

"We could see ourselves opening and operating three to five more stores," Steve Buckner said.

While ice cream has always been its mainstay, Sundae's also made a name for itself with its coffees, espressos and lattes.

"Sundae's has developed a name awareness," said Wendy Reed, owner of **Sugar Buzz**, a Sundae's client that hosts children's parties in addition to running a retail shop. "People recognize them for the signature flavors and because they're local, the ice cream is fresh and freshly delivered. And the custom flavors they make for us, especially Blue Moo Cookie Dough, are a huge hit with kids."

Sundae's is a hit with even the most discerning pallets.

When Dieter Putska, one of central Indiana's most well-known chefs and owner of The Glass Chimney, was looking for a gourmet ice cream, he turned to Sundae's.

" We heard about it , got samples , and the quality , the richness and creaminess was fantastic and consistent , "
said Putska , who has worked in five-star hotels in Vienna and Innsbruck . " What they do that very few others do is work
with us on special flavors and even consult with us on the recipe . "

Putska said Sundae's also offers a competitively priced product , but that's not a deciding factor in why he buys it .

" I don't use anything I don't think is premium , " he said .

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Indianapolis Business Journal, June 12, 2006 v27 i14 p3(2)

Buzzing with activity: unique Broad Ripple biz ready to offer franchises. (Sugar Buzz) (Company overview) *Scott Olson.*

Full Text: COPYRIGHT 2006 Indianapolis Business Journal Corp.

For business partners Wendy Reed and Pam Weaver, life these days is starting to look a lot like the frenzy their company name projects: Sugar Buzz.

They're not really hopped up on sweets, but the Indianapolis women are flying high nonetheless--buoyed by the glory of being featured in a national magazine and the promise of franchising their unusual mix of children's parties and drop-in day care.

The longtime pals combined their business concepts under one roof in July. Since then, they've trademarked the company name and are plowing through piles of paperwork in hopes of selling other entrepreneurs on the idea as early as this fall.

The broad interest Sugar Buzz is attracting led them to believe their business model is ripe for duplication.

"It has been in the back of our minds since the beginning," Weaver said. "We probably would have waited another six months, but when Entrepreneur magazine became interested, we kind of stepped it up."

The national publication, drawn to the novel approach of combining play days and parties, featured the startup in its June issue.



But one local franchiser already making a career out of catering to kids cautioned against jumping in too quickly.

"It's fairly capital-intensive to get there and then you have to continue doing it," said Larry Shelton, who, with wife Cookie, founded the locally based Cookie Cutters children's hair salon franchise in 1994. "There's just a lot of stuff you need to do."

Banking on experience

The business partners are well aware of the risks and count their experience as an asset.

Reed, who fronts local bands First Impression and The Wendy Reed Band, owned Broad Ripple kids-activity shop Artzy Phartzly until 2001, when she decided it was too difficult to juggle parenting and a full-time business.

So she turned her attention to Sugar Buzz, a weekend party provider she launched after shuttering Artzy Phartzly.

The company has been at 1430 Broad Ripple Ave. ever since, but it evolved into its current form just last year. That's when Weaver came on board to offer the children's drop-off service, known as play care, after her friend lamented that the shop space went unused much of the week.



Unlike traditional child care, there are no upfront contracts or commitments with play care. Instead, parents use the service on an as-needed basis. Hours are 9 a.m. to 7 p.m. weekdays and 6-10 p.m. weekends. Cost is \$9 an hour for one child, and discounts are available.

So far, the women have worked well together.

Reed, 44, has cultivated many contacts through the years to help find even the most obscure party favors--connections that should benefit franchisees, she said.

And Weaver, 46, has handy technological skills, using her experience as a Web developer to scour the Internet for hard-to-find merchandise.

Their efforts to satisfy even the most difficult party requests have led parents to seek out the hard-to-miss Sugar Buzz building--it's painted white and lime green, accented with a purple awning.



The Children's Birthday Party Store of Avon, Ohio, is a popular destination for parents looking for party supplies. The store is a popular destination for parents looking for party supplies.

Reed hosts as many as 30 parties a month, transforming the shop into any child's fantasy. "Star Wars" themed birthday parties are big among boys, who are treated to face paintings from the same artists employed for local Star Wars conventions. On a recent Friday, a Girl Scout troop spent the morning dressed as princesses.

Once, Reed found tooth necklaces and giant toothbrushes to decorate a party for a girl aspiring to be a dentist. For a boy who wanted to be a spy, she hired a limousine driver to take him and his buddies around the city to search for clues to a puzzle.

The two charge \$265 for standard parties up to 10 children. They project revenue of \$150,000 this year.

Reed and Weaver think nearby suburban communities such as Greenfield, Avon and Greenwood could support Sugar Buzz shops. And folks in Fort Wayne, Bloomington and Michigan already are showing interest.

Day care providers whose centers sit empty on the weekends might make ideal franchise candidates, the two said. The fact that they already have the insurance required to care for children would be an advantage.

That's the biggest conundrum the pair has encountered so far: Reed's insurance carrier dropped her coverage as soon as she said her party business would be hosting children during the week. It took six weeks to find a new insurer, mainly because Sugar Buzz is not a licensed day care and does not adhere to state regulations governing fulltime child care facilities.

If someone is interested only in providing parties, they may consider selling partial franchises. For that reason, the women have yet to determine an initial franchise fee.

"It is going to cost money, just like any other business," Weaver said. "It won't be a giant investment, when compared to other franchises. Not a lot of employees are necessary."

Expenses abound

Franchisee costs often top six figures. The investment in a Cookie Cutters franchise, for instance, runs \$100,000 to \$150,000. But the expense to the franchiser is equally steep. Legal fees cost thousands, and an additional \$50,000 might be required to market the franchise to potential buyers, Shelton said.

It typically takes less money to build a company through franchising than it does buying stores on one's own, Shelton said, and operators can grow their business quicker.

Even so, he advised business owners thinking about franchising to wait at least seven years to make sure their concept is solid enough to support duplication. Franchises with established business models usually have an easier time locating funding than entrepreneurs starting from scratch because banks view them as less risky.

Nationwide, the number of franchise units grew 11 percent from 2004 to 2005, nearly three times the increase from the previous year, according to Entrepreneur.

The Sheltons conduct demographics studies to determine ideal locations for their shops. Salons are mostly in Indiana, Illinois, Kentucky and Ohio, and are soon to be in Michigan. The more profitable franchisees usually operate more than one shop, Shelton said.

Shelton once considered adding party rooms to Cookie Cutters' menu, but ultimately decided the addition would dilute the core haircutting service. He has met the Sugar Buzz owners at trade shows and is unsure whether their idea will succeed.

"That market is one that people think is cute, but I'm not sure how it is going to hold up," he said. "I'd want to make sure you get over that seven-year time frame first to make sure it's not a fad."

After five years in business, Sugar Buzz is approaching that point.

Contending with competition

Other challenges await, though--including competition from similar enterprises.

Sugar Buzz isn't the only children's party provider in central Indiana. Carmel-based Oogles n Googles got into the game in 2002 and began franchising its concept two years later.

Founders Kevin and Danya Mendell have helped launch 27 locations so far in cities ranging from Philadelphia to Dallas to Honolulu. The only other Oogles n Googles in Indiana is in Lafayette, although the pair may have one in Fishers soon.

The initial Oogles n Googles franchise fee is \$27,000, not counting ongoing marketing expenses, Kevin Mendell said.

Mendell had advice for his competitors.

"You've got to be patient; it's not an overnight process," he said. "You have to help [franchisees] be successful. It's making other people successful with your business model."

Reed and Weaver are confident Sugar Buzz can be successful despite the competition, distinguishing itself with its mix of specialty parties and play care service.

Philip Whistler, a partner at the Ice Miller LLP law firm who represents both franchisers and franchisees in business disputes, advises clients, first and foremost, to make sure they find the right partners, as if they are getting married.

"It's not that different from other types of businesses," he said. "The people who are successful work hard at it. If things are not going well, there's a lot of opportunity to point fingers."

Sugar Buzz at a glance

Service: children's party provider and drop-off site

Address: 1430 Broad Ripple Ave.

Employees: one full time and six contractors

Founded: 2001; current partnership formed in April 2005

Owners: Wendy Reed and Pam Weaver

2006 revenue projection: \$150,000

One-year goal: to have concept franchised by August

Web site: www.sugarbuzzkids.com

Source: IBJ research

solson@ibj.com

Article A147468528



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Indianapolis Business Journal, Sept 19, 2005 v26 i28 p23A(1)

Sugar Buzz brings convenience to child care service. (FOCUS: INNOVATORS) *Scott Olson.*

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Parents who need a few hours themselves at the last second can't take their toddlers to conventional daycare centers. But they can take them to the new Playcare program launched by Sugar Buzz in Broad Ripple.

Longtime pals Wendy Reed and Pam Weaver are the brains behind the concept aimed at parents who might need time to shop, work out or attend a meeting.

Unlike traditional child care services, however, there are no upfront contracts or commitments. Instead, Playcare is a program parents can use on an as-needed basis. Stay-at-home parents and those who juggle children with work are finding it especially attractive, Weaver said.

"There is really no place in town for parents to drop their kids off for just a couple of hours," she said. "Every time I hear a parent in a changing room with a small child, I walk over and hand them a brochure."

To help spread the word, Sugar Buzz has cross-promotion agreements with health clubs such as Curves and the Riviera Club.

Reed, 45, fronts local bands First Impression and The Wendy Reed Band, and is the former owner of Artzy Phartzy, a longtime Broad Ripple fixture. She closed the kids' activity shop in 2001 after it became too difficult to juggle parenting with business. She then turned her attention to Sugar Buzz, a weekend party provider.



Wendy Reed, left, and Pam Weaver are putting a twist on daycare with Sugar Buzz.

Meanwhile, Weaver's idea for a children's drop-off site began to materialize when Reed lamented that her Sugar Buzz space at 1430 Broad Ripple Ave. went unused much of the week. Playcare opened in August.

Weaver, 44, is a Web developer who left corporate America after having her first child five years ago. Now she is co-owner of Sugar Buzz and helps staff the Playcare program.

Hours are 9 a.m. to 7 p.m. on weekdays and 6-10 p.m. Friday and Saturday evenings. Reservations are required on weekends. Prices are cheaper for multiple children and range from as low as \$3.50 an hour to as high as \$9. Children from 18 months to 12 years can stay from 30 minutes to 10 hours.

Most of the activities involve arts and crafts. The lone television is turned on only to show videos of children's yoga. For security purposes, photos are taken of the children and parents and stored in a database.

The business partners are so encouraged by the response that they already are exploring locations in Carmel and Fishers, and may franchise the concept.

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CENTERPIECE

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Offbeat Broad Ripple shop planning to close its doors
Artzy Phartzy, an area staple since 1987, will be missed by many loyal patrons.
DANA KNIGHT AND ROCHELLE DAY STAFF WRITERS

The name was daring enough: Artzy Phartzy.

When Wendy Reed opened the Broad Ripple shop nearly 14 years ago, some of her customers couldn't even bring themselves to utter the last two syllables.

It was far out. Taboo almost.

But the funky store where dime-store candy clashed with psychedelic fixtures, fake tattoos and body jewelry soon won over the city's hippest and most daring consumers.

Today, the uniqueness has worn out, sales have nosedived and Reed says she will call it quits, shutting the store June 1.

"The competition really took over," said Reed. "All of a sudden, people could go to Target to buy a lava lamp. They didn't have to come here."

As Broad Ripple's bar-laced stretch has turned increasingly upscale, Reed said she finds her core customers, who are turned off by upscale, making less frequent stops at the 918 Broad Ripple Ave. shop.

At the same time, she has taken on the role of first-time mother and that, she says, also is key to Artzy Phartzy's closure.

"He's the man," she said, pointing to 2-year-old Cooper. "He's the real reason I'm giving it up. I suddenly just realized my heart wasn't in it."

Not like it was in 1987, when Reed, a single woman tired of her career in sales, wandered into her first venture in retailing. The quirky startup outlasted anything she imagined and along the way blazed a trail for inventory that others would follow.

"Sometimes, looking back, I don't even realize the magnitude of it," she said.

But Reed seems less than sentimental about the closing of the store she started from the ground up. She is animated and giddy as she helps customers wade through goods marked down 30 percent to 70 percent.

But some loyal customers are having a hard time letting go. "We've had a few in here crying," Reed said. "There's been some tears shed."

Disbelief, shock, even anger emerged as customers filtered in the store this week unaware of the closing.

"That sucks," one customer blurted out.

"I just hate to see it close, because you can't find anything anywhere else that's (this) unusual," said Martha Hentzell of Lebanon, who counts on the store for quirky purchases that are "just fun."

Artzy Phartzy wasn't just a Broad Ripple fixture, it was a central Indiana destination spot. The gag gifts, body glitter and beaded jewelry were tough to find anywhere else.

"There is no real replacement," said Jill Leeper, an English professor at Ball State University who works summers at the store. "There are bits and pieces you can get other places. But not all in one place."

The closing of the shop is the end of old Broad Ripple, Leeper said. "It's basically the nail in the coffin."

According to Reed, a gourmet wine shop will take over her space.

Not necessarily a bad replacement, she said, but not the type of store to draw in Artzy's customers.

"There's been tons of reaction," said manager Lindy Marsh. "Nobody wants us to go."

For the Broad Ripple business scene, it's sad to see a longtime retailer moving out, said Elaine Zukerman, administrative coordinator for the Broad Ripple Village Association. "They've been there for so long they're kind of like a mainstay."

Still, Broad Ripple's retail flavor is far from fading out. In the past year, several niche shops have opened, including a gourmet dog food bakery, a shoe store and clothing stores.

"It's probably right now 50-50," she said. "There may still be a few more restaurants. It's like anything. It's ever-changing. We have a very nice mix of nightlife and daytime businesses."

For Becky Martin, a Broad Ripple native who has been shopping at the store since its grand opening in 1987, the shuttered shop will leave a void.

"I feel like Artzy Phartz is a real Broad Ripple staple," Martin said. "For the village itself, it's really too bad."

Still, it's a good thing for Reed, who says the closing will give her time to focus on Cooper.

And her latest endeavor -- the Sugar Buzz, a homemade ice cream shop opened this month next door to Artzy Phartz -- allows Reed to mix her business knowledge with motherhood.

In addition to selling the frozen treats, she's offering a party service for children's birthdays and other special occasions.

She will transfer a few of the items from the outgoing store -- like candy, fake tattoos and gag gifts -- to the new one.

"Customers will still see glimpses of Artzy Phartz around," she said. "We're not totally gone."

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Indianapolis Star

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Column: Monday's child

Cheerleader Sharlean gets good grades

JACKIE DAVIS CORRESPONDENT

Brownie Troop 1298 waited in anticipation at Sugar Buzz in Broad Ripple.

The Eastbrook Elementary School second-graders shouted "Surprise!," then sang "Happy Birthday" when Sharlean walked in to a surprise celebration of her 12th birthday.

Scout leaders Joey Brennan and Jennifer Twaddell helped Katherine Kidd and Sugar Buzz owner Wendy Reed serve pizza -- one of Sharlean's favorite foods -- and fruit drink while the girls had their faces painted and tried on various costumes and wigs.

Case manager Kim Holmes smiled as her charge stopped at each table to chat and fielded questions from the inquisitive Brownies.

Holmes has handled Sharlean's case for about 18 months and says the preteen has a "very pleasant disposition and smile. She is very attractive and takes pride in her appearance."

Education: A sixth-grader in a regular public school, Sharlean has been working on her grades and now earns As and Bs. She is not fond of homework and needs encouragement to finish her daily studies. She does especially well in reading and language.

Interests: Sharlean is a cheerleader for her school's basketball team and loves it. She also loves roller-skating, dancing and shopping, stuffed and live animals.

Special needs: Sharlean has been diagnosed with oppositional defiant disorder and, recently, depression. She has trouble with anger management.

Situation: Holmes would consider both single- and two-parent families who can offer Sharlean structure, love, nurturing and understanding.

Monday's Child features Indiana special-needs children available for adoption. Sharlean's adoption specialist is Rosetta Washington. For more information, contact the Children's Bureau of Indianapolis, 1-317-264-7793 or, toll-free outside the Indianapolis area, 1-888-252-3678 (1-888-25ADOPT). Log on to www.adoptachild.in.gov.

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Indianapolis Star

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Page: J01

Xtreme parties

Lavish celebrations of kids' milestones are becoming more common, but experts have some concerns

LINDSAY LYON LINDSAY.LYON@INDYSTAR.COM

Cindy Skjodt, 48, spent six months planning a 16th birthday bash for her twins, Erik and Samantha. Nearly a year later, it's still the talk of the town.

Skjodt converted her six-acre Carmel backyard into a VIP nightclub she called "Club 89" to commemorate her kids' birth year.

She imported DJ Skribble, renowned for hosting MTV events, allowed her teens to compose a 500-name guest list, ordered a white tent to house the gala (complete with a dance floor and cages), rented pool tables, lounge chairs and tables with glowing tops, hired a local caterer to feed everyone, provided various nonalcoholic cocktail stations, bought a five-tier cake, supplied a fireworks show and arranged for Indiana Pacer Jermaine O'Neal to make a surprise appearance.

"I never had a big 16th," said Skjodt, daughter of mall mogul and Indiana Pacers co-owner Mel Simon. "I thought it would be a fun way for them to mark the beginning of their adult lives."

Perhaps having ice cream and cake with a few friends at the roller rink is a thing of the past. Across the country, parents like Skjodt are upping the ante to make sure their kids' parties are truly special. Thanks to a popular MTV reality show, "My Super Sweet 16," more and more kids are opting for extravagant blowouts akin to some wedding celebrations -- at twice the cost.

Though she refused to reveal the price tag for her lavish affair, Skjodt did say she dished out "a nice chunk of money."

Local entertainment agent Terry Wilson, who did not help the Skjodts plan their party, drew on his 30 years' experience to estimate that she spent at least \$100,000.

But the cost, experts say, could go well beyond the pocketbook.

Spoiling youth can have serious effects down the road, according to clinical psychologist Madeline Levine. She's the author of "The Price of Privilege: How Parental Pressure and Material Advantage Are Creating a Generation of Disconnected and Unhappy Kids" (HarperCollins, \$24.95).

"I'm sure these kids are thrilled to have parties like that, but in the long run, I would say it's detrimental to their development," Levine said. "It fortifies childish greed and it impairs parental authority. So, you end up with a self-centered, narcissistic child."

When producers of "My Super Sweet 16" got wind of the Skjodts' September 2005 extravaganza, they asked to follow the party's planning and production phases. However, aware that the documentary-style TV show typically presents teens as spendthrift brats, Skjodt declined.

"My kids are not like that, and I didn't want them to be portrayed like the spoiled-rotten kids on that TV show," she said. "Although Samantha was really upset and said she doesn't forgive me."

Said Samantha: "I was really mad at my mom. I was, like, so set on being on TV and having my five minutes of fame . . . it didn't ruin it (the party), but I knew it could have been better if it was on MTV."

Even parents with kindergartners are pushing their parties to the max.

Because her son Mason loves adventure, Christie Thrasher-Rudd, 44, planned a spy-themed "Mason's Mission" party for his 6th birthday in February. She arranged for two stretch Hummers to cart her son and 16 friends around the city for the day. Clad in matching camouflage T-shirts, the kids went on a scavenger hunt and were taken to five locations like The Children's

Museum of Indianapolis to retrieve clues. Eventually, they ended up at Sugar Buzz, a local party center, where everyone was given toy spy gear, goodie bags and cake.

"Getting the booster seats and car seats into each Hummer was a venture in itself, and we had to do it each time we stopped," said Thrasher-Rudd, of the Northside. "We could have put kids in cars, but my husband wanted Hummers . . . sometimes he likes things to be over-the-top."

The total tab ran just shy of \$1,000.

What makes it special?

"To me, there's nothing more special than the day a child was born," Thrasher-Rudd said. "Not that you have to go overboard, I just like to make parties special."

But special, Levine explained, isn't about what people flaunt, have and can afford -- special is a child who feels comfortable in his or her own skin. If parents instill in kids a sense that they're special for the wrong reasons, she said, they're destined to experience disappointment.

"These kids will be rudely awakened, because the world won't treat them so well," Levine said. "When they're 22, they'll be lucky if they get a cake in the office on their birthday. But if all they've internalized is that they're special, then just getting a cake is a devastating affront to their specialness."

Most importantly, Levine cited the fact that researchers who've studied almost a million people worldwide concluded that -- once basic needs are met -- there is a zero correlation between money and happiness.

"Parents are sort of deluded to believe that the more stuff they provide kids, the happier they'll be," Levine said. "Kids need a whole bunch of things beyond material goods."

Sometimes, though, parents pay for more than just a good time. Sometimes, extravagant parties for teens have cultural significance.

In mid-July, Victoria and Jose Hernandez threw an elaborate quinceanera for their daughter, Evelyn, who months earlier had turned 15. In their Mexican culture, the age is more cause for celebration than marriage is, as it marks a girl's entry into womanhood.

With financial aid from relatives, the Southside residents threw a 400-guest gala that cost \$7,000. They hired a band from Texas, decorated the banquet hall and provided their daughter and her friends with a ride around town in a stretch Hummer.

Evelyn was appreciative.

"In Mexico, this is the one birthday party that has to be really big," Evelyn reflected. "I don't really care if my other parties are smaller."

Parents face pressure

Even though Levine believes big spending can be detrimental, she said that parents still deserve a little empathy.

"I think there has to be a margin of understanding for parents," Levine said. "If within their community, big party throwing is the thing to do, then it's really tough to go away from the culture of the community. I suspect these parents are just as pressured as kids to be special, outstanding and perfect. I'm one of them."

While Levine understands parents' motivation, she said sometimes these celebrations are more for themselves than for their kids.

"There's an expression in psychology called 'ghosts in the nursery,' meaning that our history always intrudes on the way we act with our kids," Levine explained. "These parents are probably acting out of something in their own history that compels them to be extravagant with their children; no 6-year-old needs a stretch Hummer, developmentally."

Yet, if the teens on "My Super Sweet 16" are any indication, having a mega-bash is worth the hassles.

When news of Samantha and Erik Skjodt's party got out, the word spread quickly.

Kids not on the guest list resorted to different tactics to try and get in. Some had friends smuggle them in car trunks, some stole names of those invited and some tried to climb the 8-foot fence surrounding the Skjodt estate. But with the help of about 20 hired law enforcement officials, the sneaks usually were caught and kicked out.

"I wanted it to be the biggest party people here had been to," Samantha said.

"She just thought she'd get popular by having it," Erik chimed in.

She admitted her brother was partly right.

"I was worried people were going to think it sucked and it would ruin my reputation, but it didn't," said Samantha.

In lieu of gifts, the family accepted donations for the Red Cross and Salvation Army's Hurricane Katrina funds. They collected \$5,000 and matched it.

"No one's ever going to try and top it," Samantha said. "They'll never have a party that organized."

Call Star reporter Lindsay Lyon at (317) 444-6315.

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Column:Monday's child

12-year-old Chelsea likes crafts, animals and school

T.J. BANES T.J.BANES@INDYSTAR.COM

With her face twisted in concentration, Chelsea, 12, cuts bright strips of fleece fabric to fringe the edge of a pillow. The craft, part of a recent visit to Sugar Buzz, a Broad Ripple party place, captured her interest.

She gives the same attention to a handwritten list of her likes and dislikes that she carefully unfolds and reads.

"My favorite colors are pink, purple, blue and white," she reads. She chose the same shades for her pillow craft. "My goal is to be a doctor or a nurse," said Chelsea.

Like most preteens, she loves pizza, but says that she is not a good cook. She also likes animals, especially cats, dogs and sheep.

Education: Chelsea is a sixth-grader who works at or above her grade level. She likes all subjects, especially spelling and math.

Interests: "Chelsea is not one to sit around and watch TV," said caregiver Carmel Benjamin. "She's always moving. She likes to crochet, dance and do things with her hands." Chelsea is very organized, and likes to clean, said Benjamin.

Situation: Chelsea wants to stay in touch with her sibling.

Monday's Child features Indiana special-needs children available for adoption. Families will need to complete training and a home study in order to be considered for this child. For more information, contact the Indiana Adoption Program at (888) 252-3678, or log on to www.adoptachild.in.gov.

Call Star reporter T.J. Banes at (317) 444-6815.

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INDIANA LIVING

SECTION 6 • THE INDIANAPOLIS STAR • MONDAY, JUNE 4, 2007 • INDIANAPOLIS.COM/LIVING

[INSIDE]



A little late and off target

Hollywood should look at more than smoking (as in 2001's "Malena"), Lori Borgman says. [E2]
 • AT WORK: Beware of creepy colleagues. [E5]

Cake, candles, no cleanup

Busy parents let party venues provide the birthday entertainment

By Courtenay Edelhart
 courtenay.edelhart@indystar.com

Beth McKasson prefers hosting her child's birthday parties at home, but they're pretty labor-intensive. So she sometimes steps back and lets professionals do the work.

"I was behind the eight-ball this year and waited too long," she said. "There really wasn't time to pull everything together and do one at home."

McKasson, 34, of Carmel, threw daughter Isabelle's fifth birthday party at Ben & Art's, a Fishers gaming complex with an arcade, miniature golf and bowling.

In doing so, she joined an increasing number of parents who are outsourcing their children's parties. Today, arcades, bowling alleys and ice- and roller-skating rinks are just a few of the companies actively marketing birthday party programs. The parties range all the way from low-budget packages that don't include cake to extravagant affairs with clowns, goody bags and a toy for the birthday boy or girl.

Business is booming because many parents don't have time to bake a cake and plan an agenda for a generation that is growing up with more entertainment options than their parents ever dreamed of.

"You have parents who think they've planned out enough games for a couple hours, and then they're over in 10 minutes and the kids are all staring at you. What now? We're bored," said Wendy Reed, co-owner of Sugar Buzz. The Broad Ripple business provides arts and crafts and other activities for children in



MATT KRYGER / THE STAR

FEELING AT HOME: Young guests play with a parachute at their birthday party at the Gymboree Play & Music store in Greenwood.

Gymboree Play & Music

Five locations — see www.gymboreeclasses.com or call (877) 449-6932.
 Fee: \$190 for 12 children, \$8 for each additional child.
 Food: You supply it, or a "blowout" package for \$100 more includes cake, ice cream, juice and dishware.



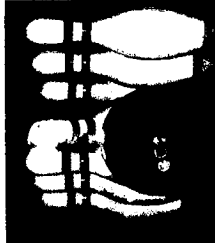
Visit IndyMoms.com to share stories, opinions and advice with thousands of other local moms.



KELLY WILKINSON / THE STAR

Sugar Buzz

1430 Broad Ripple Ave.
 (317) 251-8379.
 Fee: \$265 for up to 10 kids, \$18 for each additional child.
 Food: They supply cupcakes, ice cream and juice boxes.
 What you get: 90 minutes of face-painting, decorations, balloons, dress-up, games, dancing, prizes, goody bags.
 When: 10 a.m., noon, 2 and 4 p.m. weekdays and by appointment during the week.



Ben & Art's Galaxy of Fun

13875 Trade Center Drive, Fishers
 (317) 770-5294
 Fee: \$8.50 per child.
 Food: Pizza and soda included.
 Dairy Queen ice cream cake for an additional \$15.99.
 What you get: Hour-and-a-half in a private party room for eating, and a choice of miniature golf, 15 arcade games, pizza or a game of mini-bowl.

"You have parents who think they've planned out enough games for a couple hours, and then they're over in 10 minutes and the kids are all starting saying, 'What now? We're bored,'" said Wendy Reed, co-owner of Sugar Buzz. The Broad Ripple business provides arts and crafts and other activities for children in drop-in day care and also hosts 12 to 15 birthday parties a week.

There's also the issue of cleaning up the mess left behind after a dozen or more preschoolers have galloped through the house. Which is why even though Sugar Buzz caters in-home parties, most parents prefer to come to them.

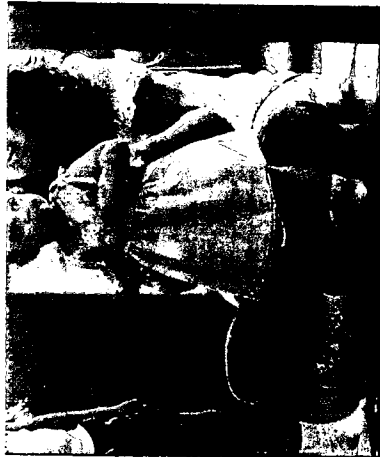
At most venues, parents typically pay a flat rate for up to some specified number of guests, and extra for each child after that. The cost is all over the map, depending on which package you choose, but it's usually in the \$200 range.

There is a little bit of keeping up with the Joneses going on, too, Reed said. "If the child's friend has a party someplace special, moms do feel some pressure to do something just as nice."

McKasson has a strategy for resisting that escalation: She alternates between a big party with all the friends one year and a party at home that's "quiet and simple, with just the family" the next.

If you don't have a burning need to bake a cake from scratch and line the family room with streamers, here's a sampling of what the Indianapolis area has to offer:

★ Call Star reporter Courtney Edelhart at (317) 444-4481



Five locations — see www.gymboreeclasses.com or call (877) 449-6932.

Fee: \$190 for 12 children, \$8 for each additional child.

Food: You supply it, or a "blowout" package for \$100 more includes cake, ice cream, juice and dishware.

What you get: Four-and-a-half of party games and activities. All guests get goody bags and balloons, and the birthday child gets a gift.

When: Friday evenings, Saturday afternoons and evenings and all day Sundays.

Moms.com to share stories, opinions and advice with thousands of other local moms. More party companies are listed at IndyStar.com/living.

BOND: Birthday girl Mandy Hale and her mother, Mina, play and sing along together at the birthday party at the Gymporee Play and Music store in Greenwood.

Build-A-Bear
Greenwood Park Mall, 1251 U.S. 31 North, Greenwood. Castleton Square, 6020 E. 82nd St. (877) 789-BEAR (2327).

Fee: Starts at \$10 per guest. Cost for doll clothes and accessories varies.

Food: Each store arranges with nearby restaurants to cater. Check with the store nearest you for food options.

What you get: Each guest makes a customized bear to take home.

When: 10 a.m. to 8 p.m. Monday through Saturday, 11 a.m. to 5 p.m. on Sunday.



Star file photo

CRAFT FUN: Anamarie Johnson, 4, paints pottery unicorn at Art Amour.

Art Amour

8972 E. 96th St., Fishers. (317) 577-0326

Fee: \$15 or \$20 per child. Food: You provide it.

What you get: Pottery and painting instruction, and each child gets to create a piece of pottery, although they can't take it home with them — children pick up their creations a week later after they've been glazed and fired. Guests also get keepsake figurines, which are larger and more varied at the \$20 rate.

When: 10 a.m. to 6 p.m. Tuesday through Thursday, 10 a.m. to 7 p.m. Fridays and noon to 5 p.m. Sundays.

(317) 770-2494
Fee: \$8.50 per child.
Food: Pizza and soda included; Dairy Queen ice cream cake for an additional \$15.99.

What you get: Hour-and-a-half in a private party room for eating, and a choice of miniature golf, 15 arcade game tokens or a game of mini bowling.

When: 10 a.m. to 10 p.m. daily.

Southern Skate Center

6611 Bluff Road. (317) 783-3660

Fee: Basic package starts at \$94.95. Food: Ice cream, drinks and choice of hot dog or pizza. You bring the cake.

What you get: Balloons and souvenir cup and glow stick for all guests in deluxe package, or just for the birthday child at the cheaper rate.

When: Hours vary — call for a reservation.



Sharp's Gymnastics

5945 W. 84th St. (317) 872-4554.

Fee: \$149 for up to 10 children, \$5 for each additional child.

Food: Supplied by you.

What you get: One hour of gymnastics instruction and 45 minutes of party time. They provide party hats, favors and balloons, and the birthday child gets an inflatable toy shark, the gym's mascot.

When: 1 and 3 p.m. Saturdays and Sundays.

JUST 1 MINUTE

(PET CARE) REIKI FOR ROVER

If your four-legged pal is a little despondent, maybe her chakras are out of whack.



Kathy Barr, a reiki practitioner for animals and humans, has worked through the Broad Ripple Animal Clinic for more than three years, and she will serve as the reiki practitioner for the clinic's soon-to-be-

(GOIN' ON TODAY) MCCARTNEY AND COFFEE



A little cream, a little sugar and a lot of Paul with your latte? Head to any company-operated Starbucks to hear the new Paul McCartney album, "Memory Almost Full," in its entirety. More than 10,000 Starbucks stores in 29 countries are participating in the all-day event.

The Free. Info: All day today.

CALLING ALL DADS

Are you still the same man you were before you had kids? Tell us if things are different now that you're "Dad" — your schedule, your priorities, your life. Send your thoughts to christopherlloyd@indystar.com.

Topics

NORTH CENTRAL EDITION

NORTHERN MARION COUNTY



Wendy Reed chats about how her Broad Ripple store, Sugar

Page A9

Buzz, sweetens up the neighborhood. Page A9

Thursday, July 4, 2002 Topics NC. A9

How's business?

Staff report

Old-fashioned malted-milk shakes, homemade ice cream and nostalgic candy are the Sugar Buzz's specialties. Sugar Buzz, as the store name reveals, is a sweet shop offering ice cream, candies, sodas, chocolates and candy.

Sugar Buzz owner Wendy Reed obtained the space — previously occupied by another sweets shop — and opened up her own shop May 1, 1998. At the time, she had owned a Broad Ripple store called Artzy Phartzy dedicated to nostalgia and pop culture. Reed had become a new mother and wanted a business where she could bring her child — an ice cream shop. She decided to close Artzy Phartzy to concentrate on her son and her new sweet-tooth business.

Four years later, business is bustling along. Each week, Reed orders four to six 3-gallon tubs of ice-cream flavors such as caramel turtle fudge and Georgia Peach. She also attends the latest trade shows to chat and trade tips with other nostalgic-candy lovers.

The main attraction at Sugar Buzz are the all-inclusive parties for kids, according to the 42-year-old store owner. In the winter-time, the shop is booked with three to four parties on weekends. It's a hot spot for busy moms,



Wendy Reed

Sugar Buzz 920 Broad Ripple Ave., Broad Ripple

Reed said. The party is a one-and-a-half-hour production with games, activities and a make-your-own sundae bar for the kids. There's even a rack of dress-up clothing and hats to try on.

Store hours are 11 a.m.-10 p.m. Mondays through Saturdays and noon to 7 p.m. Sundays. For more information, call (317) 251-8379.

Reed spoke to Topics reporter Johanna Tran about Sugar Buzz.

Q What kind of nostalgia do you offer your patrons?

A The old mom-and-pop candy. I knew if my grandmother had them in her house, I go on that. We have candy buttons, Val-o-milk, See-Howard's-Violet, Slo-Pokes, Sugar Daddies, candy necklaces, a selection of

Pez and dispensers, wax Eps, rock candy and others.

Q What have you found to be popular with the kids at your store?

A Hot is becoming big. Sour sprays are really popular. All the kids have them. It is like a dare thing with kids. We also have a Blue Moo cookie dough. It's a vanilla ice cream with cookie dough that's colored blue. It turns the tongue and the mouth blue.

Q What do you have planned for the future of Sugar Buzz?

A To expand and get another storefront. I'd like to be able to have two parties going on simultaneously. With the space we have now, we only have four parties a day.

Q Would you ever consider turning Sugar Buzz into a franchise?

A I've been researching the project for eight months. I haven't actually sat down with anyone. I've mentored myself with Cookie Cutters, a local woman who owns three chains. I'd like to do that with my party business.

Be Prepared

Hope for the best,
plan for the worst.

LOVE ON THE ROCKS If you sense a disturbance in the love force, sign up for a class at the **INDIANAPOLIS ART CENTER**. Tapping into hidden talents is always empowering, and if you do get dumped, bending steel, carving stone and slathering paint on canvas are much more productive than crying. Plus, the Art Center's classes are usually full of interesting, eligible singles.
820 E. 67th St., 255-2464

BLIZZARD (POWER ON) The weather outside *will* get frightful; happily, there's a soundtrack to see you through. The **INDY MP3 PROJECT CD**, free(!) at the Arts Garden, includes 170 songs chosen from 1,000 submissions: rock, blues, jazz, folk, country and symphonic performances by local acts.

ICE STORM (POWER OFF) Because you never know when freezing rain is going to snap your power lines, it's always a good idea to stock up on non-perishables at **KAHN'S FINE WINES MARKETPLACE**: tapenades, bruschetta toppings, crostini, nuts, olives and the eponymous fine wines. The night may turn out so well, you'll be tempted to throw the master switch yourself. 313 E. Carmel Dr., Carmel, 817-9463

STALLED CAR A good blanket on board can make all the difference if your car conks out on a snowy country road, so why not make it a *really* good blanket—say, a \$40,000 king-size chinchilla number from **ELAN FURS?** 86th and Keystone, 255-6100

OPEN MIC NIGHT

For two years, United States of Mind, a co-op of young artists in Butler-Tarkington, has consistently hosted **OUTSPOKEN**, a Friday-night forum for creative expression—quite a feat without the support of a megabookstore or a university. 291 W. 40TH ST., 332-1960

MUSIC VENUE

THE LAWN AT WHITE RIVER STATE PARK gives Indy concertgoers an alternative to driving to the boonies for an outdoor show, and the first-come/first-served seating and small crowds guarantee a good view. Of course, the real reason The Lawn is the best place to see live music is that it literally saves your hide: Every concertgoer gets a free chair. 801 W. WASHINGTON ST., 231-0000, WWW.THELAWNATWRSP.COM

CULTURAL RESURRECTION

What with lackluster acts, weather woes, funding shortages and general growing pains, the **INDY JAZZ FEST** seemed doomed. That is, until this year, when the under-new-management festival featured blockbuster acts—Buddy Guy, Isaac Hayes, Patti LaBelle, Poncho Sanchez and more—and attracted crowds totaling nearly 30,000, all eagerly awaiting an encore next year. 800-344-4639, INDYJAZZFEST.NET

WAY TO BREAK INTO SHOWBIZ

Sure, you could accost Stephen Soderberg at Sundance. But the **INDIANA FILM COMMISSION'S HOTLINE** is much more likely to give you actual filmmaking experience. It lists cast and crew calls—everything from actors to gaffers—for films being made around Indiana. The pay is often meager or nonexistent, and you aren't likely to win any Oscars, but there are opportunities galore: One recent posting sought five people to play fish. 232-8829, WWW.STATE.IN.US/FILM/HOTLINE/INDEX.HML

RETRO NIGHT

Leave it to **BIRDY'S BAR & GRILL**, one of Indy's preeminent live-music venues, to go beyond the usual nightclub strategy of playing disco CDs and billing it as retro night. Birdy's includes local talent in its Shady 80s night, a somewhat-regular tribute to the decade that spawned Boy George. Though you can never be sure which bands will show up—local favorites Push Down and Turn staged a surprise reunion at a recent Shady 80s party—the rules are always the same: Cover '80s hits and have a ball while doing it. If you really want to fit in, sport your Members Only jacket or Frankie Goes to Hollywood T-shirt. 2131 E. 71ST ST., 254-8971, WWW.BIRDYSLIVE.COM



KID'S BIRTHDAY BLOWOUT

Indy has lots of places to host a fab birthday bash for kids, but none has tapped into children's imaginations as well as **SUGAR BUZZ**. Your birthday girl or boy can opt for the fairy fantasy, the pop-star party, the jungle safari or the glamour-girl funfest—or owner Wendy Reed will craft a romp based on your child's favorite things. For \$250, the celebrant and nine friends have the run of the place, twirling between face-painting, an ice-cream sundae bar and a game that makes opening gifts fun for everyone. 1430 BROAD RIPPLE AVE., 251-8379

COMEBACK BAND

THE VULGAR BOATMEN, an indie-rock fave in the early '90s, have a new album, *Wide Awake*, and are touring again, exciting old fans and enticing new with a high-energy mix that evokes Buddy Holly, Guided by Voices and The Pixies. Let's hope they stick around this time.

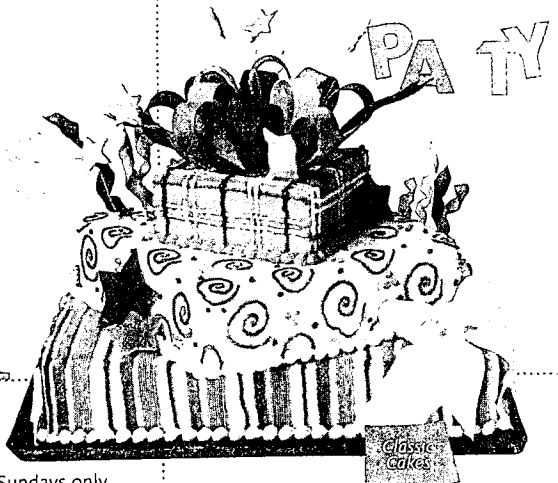
KNIT PICK

Though the **MASS AVE KNIT SHOP** (named for its original location, but now near Fountain Square) offers classes, from beginner lessons to tutorials on argyle socks, the best place to pick up tips is its large community work table; the nerve center of the bright retail space filled with more than 500 varieties of yarn and other fuzzy textiles. Regular customers while away entire afternoons chatting over their needles. 862 VIRGINIA AVE., 638-1833

LOUNGE ACT

Mike Wiltout and Sean Baker are respectable musicians, yet their current two-man act, the **LEISURE KINGS**, is closer to the '70s lounge-singer sendup made famous by Bill Murray on *Saturday Night Live*. Their wink-wink lounge act fearlessly riffs on popular hits: Poison's "Talk Dirty to Me" with a samba beat, for example. But the duo's soulful stylings make it clear this act is more than a joke.

to the big bash



PARTIES

You can only get away with Musical Chairs for so long. After that, bring in the professionals.

"Nothing is standard," says Pam Weaver, co-owner of **SUGAR BUZZ** (1430 Broad Ripple Ave., 251-8379, www.sugarbuzzkids.com), a colorful, fun-filled party venue known for its soirees customized to fit each child's interests. Choose from a menu that includes entertainment, face-painting, goodie bags, balloons, costumes, and food and drink—not stuffy old cake and punch, but maybe cupcakes or make-it-yourself ice-cream sundaes. "And it's all portable," says Weaver. "Games, music, costumes, party supplies—we can come to you or you can come to us."

Kids have so much fun at parties staged by **MAD SCIENCE** (6204 La Pas Tr., 388-0988, www.madscience.org/indy) that they don't realize they're learning something about chemistry, physics and other scientific stuff. Led by Mad Scientists in white lab coats, party-goers make stretchy putty or ooey-goey slime—and they get to take home the results of their experiments. One mother marveled at what her 8-year-old remembered after the party: "Later that week we saw Disney on Ice," says Greenwood resident Julie Hammill, "and my daughter understood how all the special effects—fog and black lighting—worked."

"Our whole purpose is to bring people and animals together," says Alligator Aaron, owner of **SILLY SAFARIS** (12104 Southeastern Ave., 862-9003, www.sillysafaris.com), which brings the party to you. The company will design a party around whatever creatures your kids want to see: You choose from 100 animals, ranging from a millipede

or tarantula to a nine-foot-long python, all safe and touchable. The Silly Safari Birthday Show, for example, includes three mammals, three reptiles, a bird, an amphibian and "some type of giant bug." And you know what they say: It's never really a party without a giant bug.

If your little girl is in a big hurry to grow up, treat her to a party at **CLUB LIBBY LU** (Castleton Square, 585-0389; Greenwood Park Mall, 887-2763; www.clublibbylu.com). Party-goers can get new hairdos, try out makeup, get their nails done, mix up their very own bubble bath or lip gloss—even get their ears pierced (if it's okay with Mom). One recent 5-year-old guest said, "Oh my gosh—you made me so pretty I can't stand it!"

You can let the kids bounce off the walls in your house—or take them to **THE LITTLE GYM** (1300 E. 86th St., 581-0429, www.tligindianapolisin.com), where fitness instructors lead them in games and fun for an hour, followed by a half-hour of opening gifts and eating cake. (Hint to parents: The Little Gym will even address, stamp and mail

the invitations for you!) Parties on Saturdays and Sundays only.

Nothing's more fun than a pool party, but you can't count on Indy's weather to cooperate, even in temperate months. So take the party to the **CARIBBEAN COVE INDOOR WATER PARK** (3850 DePauw Blvd., 872-9790, www.caribbeancovewaterpark.com), 50,000 square feet of watery paradise, including crazy-long water slides, a shipwreck to explore and a "river" perfect for tubing. The water park supplies invitations, food, arcade tokens (of course, there's an arcade) and goodie bags.

Little sports fans thrill to the sight of **PACER MASCOTS BOOMER AND BOWSER** (917-2500, www.pacers.com, [click on just for kids](http://clickonjustforkids.com)) at their party. The two critters rumble, tumble and joke around with guests, posing for pictures and signing autographs. It's like having great seats to the game, and the birthday child gets a gift bag jam-packed with Pacer paraphernalia. (No game-day appearances, and be sure to call well in advance of your party date.)

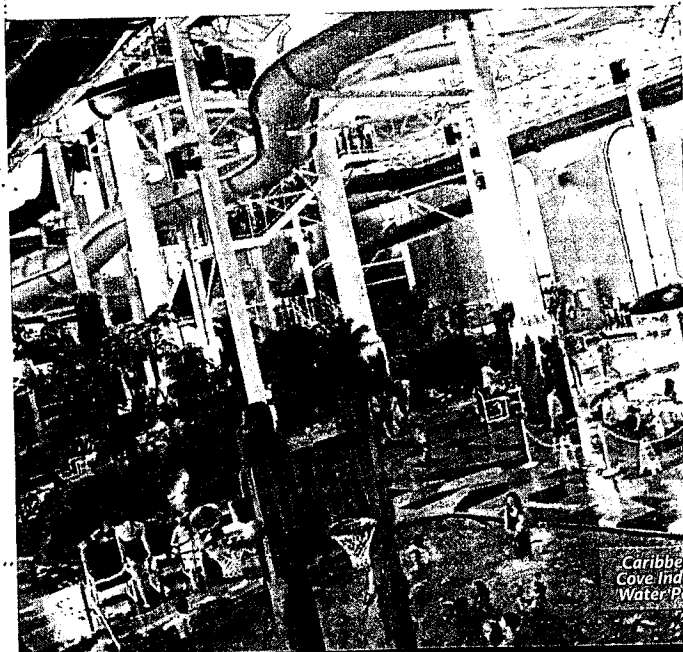
CAKES

Amid the hundreds of party variables, you will certainly need a cake.

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Caribbean Cove Indoor Water Park

SECTION 3

Be Prepared

Hope for the best,
plan for the worst.

LOVE ON THE ROCKS If you sense a disturbance in the love force, sign up for a class at the **INDIANAPOLIS ART CENTER**. Tapping into hidden talents is always empowering, and if you do get dumped, bending steel, carving stone and slathering paint on canvas are much more productive than crying. Plus, the Art Center's classes are usually full of interesting, eligible singles.
820 E. 67th St., 255-2464

BLIZZARD (POWER ON) The weather outside *will* get frightful; happily, there's a soundtrack to see you through. The **INDY MP3 PROJECT CD**, free(!) at the Artsgarden, includes 170 songs chosen from 1,000 submissions: rock, blues, jazz, folk, country and symphonic performances by local acts.

ICE STORM (POWER OFF) Because you never know when freezing rain is going to snap your power lines, it's always a good idea to stock up on non-perishables at **KAHN'S FINE WINES MARKETPLACE**: tapenades, bruschetta toppings, crostini, nuts, olives and the eponymous fine wines. The night may turn out so well, you'll be tempted to throw the master switch yourself. 313 E. Carmel Dr., Carmel, 817-9463

STALLED CAR A good blanket on board can make all the difference if your car conks out on a snowy country road, so why not make it a *really* good blanket—say, a \$40,000 king-size chinchilla number from **ELAN FURS? 86th and Keystone, 255-6100**

OPEN MIC NIGHT

For two years, United States of Mind, a co-op of young artists in Butler-Tarkington, has consistently hosted **OUTSPOKEN**, a Friday-night forum for creative expression—quite a feat without the support of a megabookstore or a university. 291 W. 40TH ST., 332-1960

MUSIC VENUE

THE LAWN AT WHITE RIVER STATE PARK gives Indy concertgoers an alternative to driving to the boonies for an outdoor show, and the first-come/first-served seating and small crowds guarantee a good view. Of course, the real reason The Lawn is the best place to see live music is that it literally saves your hide: Every concertgoer gets a free chair. 801 W. WASHINGTON ST., 231-0000, WWW.THELAWNATWRSP.COM

CULTURAL RESURRECTION

What with lackluster acts, weather woes, funding shortages and general growing pains, the **INDY JAZZ FEST** seemed doomed. That is, until this year, when the under-new-management festival featured blockbuster acts—Buddy Guy, Isaac Hayes, Patti LaBelle, Poncho Sanchez and more—and attracted crowds totaling nearly 30,000, all eagerly awaiting an encore next year. 800-344-4639, INDYJAZZFEST.NET

WAY TO BREAK INTO SHOWBIZ

Sure, you could accost Stephen Soderberg at Sundance. But the **INDIANA FILM COMMISSION'S HOTLINE** is much more likely to give you actual filmmaking experience. It lists cast and crew calls—everything from actors to gaffers—for films being made around Indiana. The pay is often meager or nonexistent, and you aren't likely to win any Oscars, but there are opportunities galore: One recent posting sought five people to play fish. 232-8829, WWW.STATE.IN.US/FILM/HOTLINE/INDEX.HML

RETRO NIGHT

Leave it to **BIRDY'S BAR & GRILL**, one of Indy's preeminent live-music venues, to go beyond the usual nightclub strategy of playing disco CDs and billing it as retro night. Birdy's includes local talent in its Shady 80s night, a somewhat-regular tribute to the decade that spawned Boy George. Though you can never be sure which bands will show up—local favorites Push Down and Turn staged a surprise reunion at a recent Shady 80s party—the rules are always the same: Cover '80s hits and have a ball while doing it. If you really want to fit in, sport your Members Only jacket or Frankie Goes to Hollywood T-shirt. 2131 E. 71ST ST., 254-8971, WWW.BIRDYSLIVE.COM



KID'S BIRTHDAY BLOWOUT

Indy has lots of places to host a fab birthday bash for kids, but none has tapped into children's imaginations as well as **SUGAR BUZZ**. Your birthday girl or boy can opt for the fairy fantasy, the pop-star party, the jungle safari or the glamour-girl funfest—or owner Wendy Reed will craft a romp based on your child's favorite things. For \$250, the celebrant and nine friends have the run of the place, twirling between face-painting, an ice-cream sundae bar and a game that makes opening gifts fun for everyone. 1430 BROAD RIPPLE AVE., 251-8379

COMEBACK BAND

THE VULGAR BOATMEN, an indie-rock fave in the early '90s, have a new album, *Wide Awake*, and are touring again, exciting old fans and enticing new with a high-energy mix that evokes Buddy Holly, Guided by Voices and The Pixies. Let's hope they stick around this time.

KNIT PICK

Though the **MASS AVE KNIT SHOP** (named for its original location, but now near Fountain Square) offers classes, from beginner lessons to tutorials on argyle socks, the best place to pick up tips is its large community work table, the nerve center of the bright retail space filled with more than 500 varieties of yarn and other fuzzy textiles. Regular customers while away entire afternoons chatting over their needles. 862 VIRGINIA AVE., 638-1833

LOUNGE ACT

Mike Wiltrot and Sean Baker are respectable musicians, yet their current two-man act, the **LEISURE KINGS**, is closer to the '70s lounge-singer sendup made famous by Bill Murray on *Saturday Night Live*. Their wink-wink lounge act fearlessly riffs on popular hits: Poison's "Talk Dirty to Me" with a samba beat, for example. But the duo's soulful stylings make it clear this act is more than a joke.

990

to the big bash



PARTIES

You can only get away with Musical Chairs for so long. After that, bring in the professionals.

"Nothing is standard," says Pam Weaver, co-owner of **SUGAR BUZZ** (1430 Broad Ripple Ave., 251-8379, www.sugarbuzzkids.com), a colorful, fun-filled party venue known for its soirees customized to fit each child's interests. Choose from a menu that includes entertainment, face-painting, goodie bags, balloons, costumes, and food and drink—not stuffy old cake and punch, but maybe cupcakes or make-it-yourself ice-cream sundaes. "And it's all portable," says Weaver. "Games, music, costumes, party supplies—we can come to you or you can come to us."

Kids have so much fun at parties staged by **MAD SCIENCE** (6204 La Pas Tr., 388-0988, www.madscience.org/indy) that they don't realize they're learning something about chemistry, physics and other scientific stuff. Led by Mad Scientists in white lab coats, party-goers make stretchy putty or ooey-gooey slime—and they get to take home the results of their experiments. One mother marveled at what her 8-year-old remembered after the party: "Later that week we saw Disney on Ice," says Greenwood resident Julie Hammill, "and my daughter understood how all the special effects—fog and black lighting—worked."

"Our whole purpose is to bring people and animals together," says Alligator Aaron, owner of **SILLY SAFARIS** (12104 Southeastern Ave., 862-9003, www.sillysafaris.com), which brings the party to you. The company will design a party around whatever creatures your kids want to see: You choose from 100 animals, ranging from a millipede

or tarantula to a nine-foot-long python, all safe and touchable. The Silly Safari Birthday Show, for example, includes three mammals, three reptiles, a bird, an amphibian and "some type of giant bug." And you know what they say: It's never really a party without a giant bug.

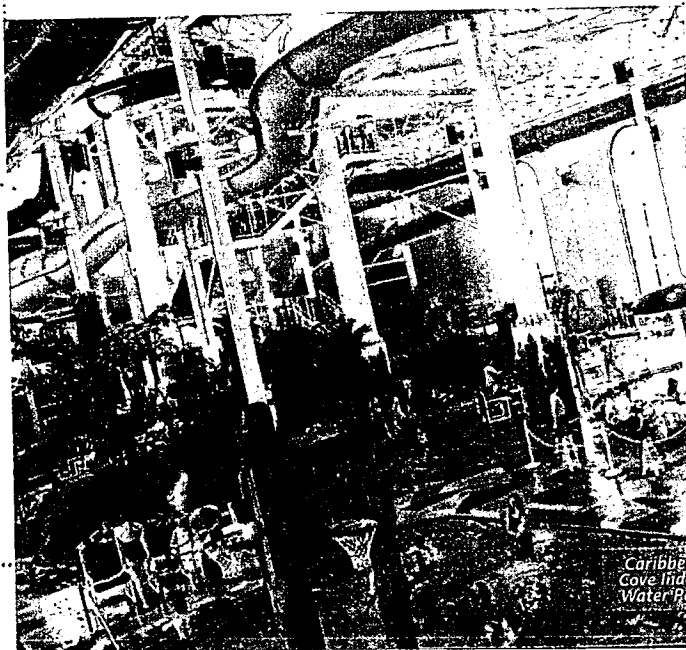
If your little girl is in a big hurry to grow up, treat her to a party at **CLUB LIBBY LU** (Castleton Park Square, 585-0389; Greenwood Park Mall, 887-2763; www.clublibbylu.com). Party-goers can get new hairdos, try out makeup, get their nails done, mix up their very own bubble bath or lip gloss—even get their ears pierced (if it's okay with Mom). One recent 5-year-old guest said, "Oh my gosh—you made me so pretty I can't stand it!"

You can let the kids bounce off the walls in your house—or take them to **THE LITTLE GYM** (1300 E. 86th St., 581-0429, www.tlgindianapolis.com), where fitness instructors lead them in games and fun for an hour, followed by a half-hour of opening gifts and eating cake. (Hint to parents: The Little Gym will even address, stamp and mail

the invitations for you!) Parties on Saturdays and Sundays only.

Nothing's more fun than a pool party, but you can't count on Indy's weather to cooperate, even in temperate months. So take the party to the **CARIBBEAN COVE INDOOR WATER PARK** (3850 DePauw Blvd., 872-9790, www.caribbeancovewaterpark.com), 50,000 square feet of watery paradise, including crazy-long water slides, a shipwreck to explore and a "river" perfect for tubing. The water park supplies invitations, food, arcade tokens (of course, there's an arcade) and goodie bags.

Little sports fans thrill to the sight of **PACER MASCOTS BOOMER AND BOWSER** (917-2500, www.pacers.com, click on Just for Kids) at their party. The two critters rumble, tumble and joke around with guests, posing for pictures and signing autographs. It's like having great seats to the game, and the birthday child gets a gift bag jam-packed with Pacer paraphernalia. (No game-day appearances, and be sure to call well in advance of your party date.)



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SECTION 4



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In for a Treat

WHAT: Short-term child-care provider and children's party facility
WHO: Wendy Reed and Pam Weaver, co-owners of Sugar Buzz Playcare and Parties
WHERE: Broad Ripple, Indiana
WHEN: Started in June 2005

Wendy Reed and Pam Weaver found the perfect way to spend quality time with their kids while running a full-time business. And their idea is creating quite a buzz. In 2005, the two moms launched Sugar Buzz Playcare and Parties, a unique brand of child care that gives parents the convenience of short-term child supervision without contracts or commitments.

Reed, 46, originally opened Sugar Buzz as a soda fountain and candy shop in 2001. After parents asked her to host themed birthday parties at the shop, Reed and her good friend Weaver, 44, realized the shop could not only be used to hold parties—it could serve as a day-care center, too. Thus, Sugar Buzz Playcare and Parties was born.

At Sugar Buzz, parents can drop their children off for as little as 30 minutes or as long as 10 hours. Kids are encouraged to leave electronics at the door so they can participate in clas-

sic activities, such as face painting and dress-up, in a decidedly low-tech playroom reminiscent of the sort their parents enjoyed.

Children 18 months to 12 years old are welcome, and the cost ranges anywhere from \$3.50 to \$9 an hour. On the initial visit, parents fill out all the necessary forms and, for security purposes, digital photos are taken of both parents and children and stored for future reference.

Sugar Buzz even opens its doors to kids on Friday and Saturday evenings, allowing moms and dads enough time to catch dinner and a movie. And the kids aren't complaining, either. "We created an atmosphere here that is what kids want, as opposed to what adults *think* kids want," says Weaver.

And they're taking that atmosphere on the road. In addition to running Sugar Buzz Playcare and hosting parties, they also provide on-site day care at business conferences and weddings.

Sugar Buzz grossed about \$100,000 in 2005. Reed and Weaver project a 30 percent increase in revenue in 2006, and they have plans to open a new location in Carmel, Indiana. Also in the works are possible franchise opportunities and Sugar Buzz retail items, including prepackaged arts and crafts. —Bethan-Rose Rodriguez



Play it by ear: Wendy Reed (l.) and Pam Weaver's short-term child-care facility appeals to parents because no appointment is needed.