



FOR THIS ENTREPRENEUR,
LIFE IS ONE BIG GIG.

Fetes Accompli

Party girl
Marley Majcher



season opening of the Hollywood Bowl, the Critics Choice Awards, celebrities she can't mention, as well as exclusive dinner parties and corporate outings. "While our business is primarily on the West Coast," says Majcher, "we pretty much go where our clients are. The minimum is \$5,000 per soiree—and the price tag can quickly escalate to six figures."

Majcher has used a few inside tricks to fatten profits. She doesn't try to make money just on each event, but on every line item in the budget. "The numbers are very important," she says. "I'm convinced that a lack of reverence for them is the reason why many startups go under. Loving what you do is not enough. When your own money is on the line, that's when you learn hard lessons about cash flow." *Jungle* invited itself into Majcher's busy business to find out if her life is indeed a party.

Back in 2001, Marley Majcher decided to transform her smallish Pasadena catering business into something that went well beyond goat cheese-encrusted bread sticks and death by chocolate. "In a way, the new company found me," says Majcher, a marketing grad from Georgetown's school of business administration. "My catering clients kept asking if I had a photographer, or could I arrange for flowers, or did I have a great DJ?" It didn't take the genius of Bill Gates to figure out what her next step would be: She renamed the company The Party Goddess and started offering one-stop-shopping event planning for high rollers. She has been celebrating ever since.

Majcher has orchestrated gigs for the



THURSDAY
MARCH 8
11:44 PM

"Just got back from a networking event I put together at a nail salon. Sounds ridiculous, but it actually worked. I met a woman a few months back who owns a high-end resale store, and we clicked. So tonight we launched our 'bosses' networking group of female executives and had our meeting at this beauty hot spot (run by a fellow female boss). It seemed like a good idea to multitask so we got pedicures, introduced our companies, and swapped leads."

FRIDAY
MARCH 9
10:20 AM

"I just realized the bank statement arrived and it will take a while to pore through. My ADD kicked in as I jumped from the bank to the linen order that just showed up for my April bride. Evidently the \$55 tablecloths that I quoted her now rent for \$150 each. Help!"

PARTY TIDBITS



■ **36,000**
Pounds of ice cream served/year



■ **5,100**
No. of martinis served/year



■ **2,200**
No. of flowers in average wedding



■ **2** No. of times staff is asked to remove gum from mouth

Source: The Party Goddess