

Event planner caters Snoop Dogg event

San Gabriel Valley Tribune (West Covina, CA) - January 30, 2008

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PASADENA - In the party-planning business, satisfying the wants and needs of your client is a top priority. And when the client is a well-known celebrity, those wants and needs can become hyper-specific - and constantly changing. So you have to be fast on your feet.

That's the lesson Marley Majcher learned when her event planning business, The Party Goddess, catered a Jan.12 gathering for rapper/record producer Snoop Dogg.

The rapper and his wife, Shante, gathered at a friend's house in Acton to renew their wedding vows. The event is scheduled to air Feb. 17 on the rapper's new E! Channel television series, "Snoop Dogg's Father Hood."

"We did all the decor and flowers, and because it was a surprise they did it at his uncle Charlie's house off the 14 Freeway in Acton,"

Majcher said. "Snoop dictated to E! what would have to happen, and then E! had to make it look good. We set it all up and they shot it like it was a wedding, walking down the aisle with tents for the reception and all that."

Majcher said the planning process was fluid, at best.

"The thing that people have to understand about celebrity events is that it's unique how much time you put into it," she said. "They have the right to change their mind every five seconds."

Majcher 's company typically does one site check ahead of time to scope out the area where the event will be held. But the planning for the Snoop Dogg event was more complex, she said.

"In this case we did three site checks," she said. "And the level of service ... you really have to jump, and there's a quick and insane turnaround. They never give you much time to do any of this stuff."

After some initial discussions with Snoop Dogg's representatives, a zebra design was planned with black and white lines for the decorations. But one of Snoop Dogg's assistants ultimately nixed that plan just two days before the event, according to Majcher .

As a result, the theme was shifted to an entirely different color scheme.

Snoop also wanted the ceremony to be held outside, despite the cold weather, Majcher said.

"It was like 12 degrees out there, but we had tents with a full-induction heating system set up," she said. "We were working with a grower in Thailand who was shipping the all orchids over the match the table cloths, and we worked for two full days on it."

In the end, the event came off without a hitch. Majcher said the end justified the means, although it involved lots of hard work.

"The payback is not necessarily financial, but on your resume," she said. "There are tons of people out there who want to be able to say, 'My party planner was Snoop Dogg's party planner.' That's the deal with the devil that you make."

Majcher set her sights on an event planning/catering business in 1995 and launched her Pasadena-based company in 2000.

The company works primarily on large events such as weddings and holiday and anniversary parties and can handle everything from the food and centerpieces to the band and photographer.

Majcher also gives tips for smaller parties and can answer such questions as "How much ice per person?" or "How much wine do I need for a guest list of 50?" Her secrets, tips and tricks can be found on her blog, www.thepartygoddess.com/blog.

Merri Jill Flinstrom, a graphic designer who hired Majcher to handle her wedding, describes the goddess as simply "amazing."

"She's by far the most unique in the business," she said. "People had a blast at the wedding and still talk about the 300-pound volcano cake she made happen for my Hawaiian theme."

Former correspondent Christina Ruiz contributed to this report.