

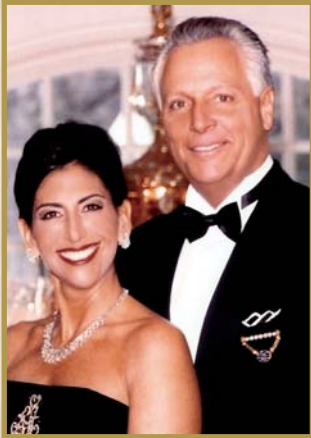


Crystal

REFLECTIONS

Crystal Plaza
Newsletter
Volume IX

A Warm Hello From Allan



Dear Friends,

I am thrilled and delighted to announce that Crystal Plaza Caterers is celebrating its 90th year in business. Although the name and location have gone through several transformations - the quality, integrity, service, and attention to detail has consistently reached new heights. In this Anniversary issue, we've taken you for a stroll down memory lane, and have presented the history behind our 19th century mansion. Our photo selections include Janoff family scenes throughout the years. It would be wonderful to see and hear, about your cherished Crystal Plaza memories as well. Feel free to exercise your "bragging rights" by sending a "Crystal Moment" reply my way.

Cordially, Allan



Allan toasting at age 15, he loved the microphone even then.

Crystal Plaza Celebrates its

The history behind the Janoff family's accomplishments, includes a journey of thousands of celebrations and smiles. From their very beginning the Janoff family immersed themselves in the food service business. The very first establishment that Max Janoff, Allan Janoff's grandfather owned and operated, was a candy store in Pennsylvania. After several years of success, Max sold the candy store and went on to own a luncheonette with a soda fountain in Philadelphia. Anna Blum, was hired as his cashier, who not only charmed the customers, but Max as well, leading to their eventual marriage. Soon afterwards, they sold the family restaurant and moved to New Jersey. It was at this time, in 1917 that Max established the Alpine Caterers on Clinton Avenue in Newark. This move catapulted the business. After many successful years, Max's son Harold, began working along with his dad, and expertly paralleled his business savvy.

In 1948, Harold met and married Dorothy Bleiweis. In the mid-1950's, Alpine Caterers moved to Springfield Avenue in Maplewood. Harold and Dorothy were also busy raising three

children who developed a keen interest in the food and entertainment business. As a youngster, Allan loved trying to help his dad at work, although he was often chased out of the hat check or kitchen. As he grew older he worked as a waiter, then tended bar and eventually took over the entire management of the facility. Simultaneously, Allan graduated from Paul Smith Hotel Management School and the University of Massachusetts. Cherie, his younger sister, married Barry Herman, creating a wonderful blend within the family of entertainment and catering. Ronni, Harold and Dotty's youngest daughter, an NYU graduate, was always fascinated by the party planning side of things. Through the years, Ronni's event planning savoir-faire has received rave reviews. Today, Ronni, as Vice President of the Crystal Plaza, also manages all of the financial affairs.

Despite the time-consuming task of running a business, Allan, Ronni and Cherie, are committed public servants who wake up every morning and are eager to see what's new at work. Between the three third generation siblings, there are seven aspiring offspring already beginning to "bounce back" into the business. It seems that the "Janoff journey" is destined to continue.





- It's People That Make A Place Great -
Throughout this 90th Year We Honor
Max and Anna Janoff

Max Janoff fled from Russia in the late 1800's in a small row boat with his parents, who were massacred in route. Anna came to the US from England, and was hired as a cashier in Philadelphia by Max. They fell in love, married, and had a daughter and an older son Harold. During the Alpine days Anna loved singing at the affairs, which attracted business. Max and Anna combined instinct with integrity, and led with their hearts - and no matter what, stayed humble.



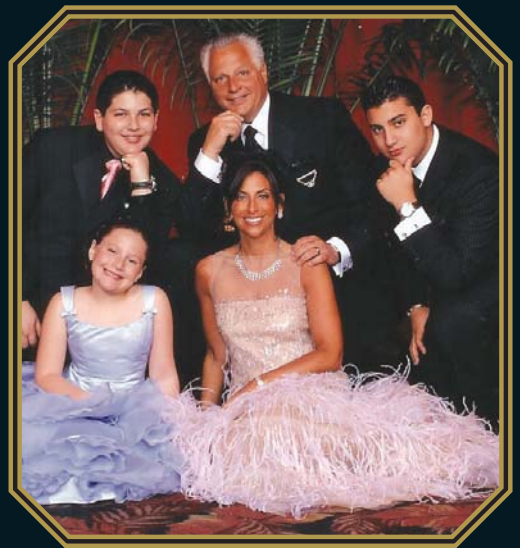
Harold and
Dorothy Janoff



In March of 1948, Dorothy Bleinweis met Harold Janoff at his home one evening, as they were both on separate dates. For Harold, he knew the minute he set eyes on Dorothy, that she was the woman he would marry. The next day, he called to ask her out. For their first date, they drove to NYC for a night on the town in his Cadillac convertible. With an engagement ring in his pocket and completely infatuated, Harold picked up Dotty for their third date, and asked her parents for her hand in marriage. Charmed, Dotty accepted. There was one stipulation, Harold wanted to be married four weeks later since he was opening a new diner, otherwise they would have to wait a year. Again, a resounding yes. This led to the birth of their three children and 26 blissful years of marriage. Sadly, an unexpected heart attack caused Harold's passing at age 54.

Allan and Debbie Janoff

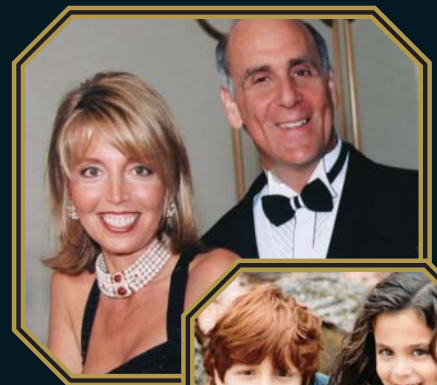
Hunter, age 15, Max, age 13, Nicole, age 9



Allan Janoff met Debbie Platt in April of 1984. She was the maid-of-honor in her best friend's wedding at the Crystal Plaza. It was "love at first sight" for both of them. Now married 17 years with three children, Allan and Debbie feel you should be passionate about what you believe in, stay committed and show how much you care, each and every day.

Barry Weinstein & Ronni Janoff-Weinstein
Zachary, age 8 and Sydney, age 7

Ronni and Barry met through friends. Over several years they became best friends and each others confidant. This strong bond turned into love and led to marriage in 1994. Ronni and Barry have two adorable children, and believe that you truly have to "enjoy the journey" of life each day.



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1917-1964



The original building of The Crystal Plaza was constructed in the 1890's by the prominent architect Stanford White, and was rumored to be a romantic hideaway for him and his lover the famed Evelyn Nesbit, known as the Atlantic City's "Girl on the Red Velvet Swing". In the 1920's the fieldstone mansion was purchased by the Norelli family, who began renovations for a family residence. In 1931 the building was sold for \$7,100, and restorations continued. From 1942 to 1964 the building was the Condor Restaurant, and from 1964 to 1965 the Golden Harp Restaurant.

1964-1994



The Janoff's purchased the Livingston building in 1965 and renamed it The Crystal Plaza because of its crystal chandeliers and beautiful glasswork.

1994-2006



Thank you for sharing your "Crystal Moment" memories with us!

It would be wonderful to hear about your cherished Crystal Plaza memories from as far back as our Alpine Catering days. We are creating a "Crystal Moment" Highlights section on our web site, and are in search of interesting celebration stories and photos. If you would like us to consider posting them as one of our monthly Highlights, simply let us know, and e-mail us a crystalplazajb@comcast.net.

We'll coordinate receiving pictures either as JPEGs, or making certain your precious photos do not leave your possession, as we scan them for reproduction.

Just hearing your Crystal Plaza celebration story would be a pleasure.

In 1917, Max Janoff Established Alpine Caterers on Clinton Avenue in Newark. In the mid-1950's the Alpine Caterers moved to Springfield Avenue in Maplewood.



Max and Anna Janoff, 1963.



(L-R) are the 2nd and 3rd generation of the Janoff family owners; Harold, Cherie age 13, Dorothy, Allan, age 15, and Ronni, age 7 celebrating at the Alpine Caterers.

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(L-R) Cherie and Barry Herman, Dorothy, Harold, Ronni and Allan, at Allan's 30th Birthday Party which was themed as the very first Casino Night at the Crystal Plaza.



Allan, singing "My Girl" to his "pretty little blue eyes" - daughter Nicole.



Ronni and Barry Weinstein on their wedding day in 1994.



(L-R top row) Ilene Roberts, Dorothy Janoff, Debbie and Allan Janoff, Barry Herman. (Bottom row) Ronni Janoff and Cherie Herman, celebrating Allan and Debbie's wedding at the Crystal Plaza in 1984.



(L-R top row) Allan and wife Debbie, Dorothy Janoff, Ronni and husband Barry Weinstein and his mother Edna Weinstein and his brother Robert. (Bottom row) Barry Herman with his daughters Stephanie and Jaycie, and wife Cherie, celebrating another joyous occasion at the Crystal Plaza.

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The Third Generation

The Fourth Generation and Counting.....



Allan Janoff,
age 6 months.



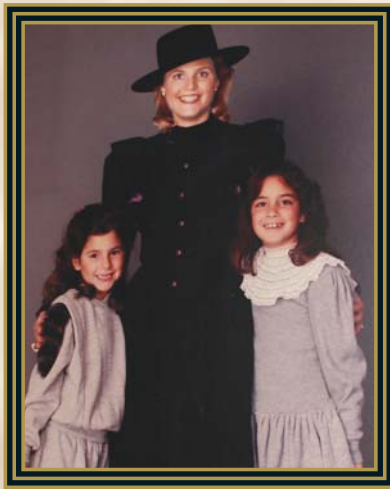
Allan Janoff,
age 2.



Cherie Janoff,
age 13.



Ronni Janoff,
age 7.



Cherie Herman with her daughters,
Jaycie, age 9 and Stephanie, age 12.



Debbie Janoff and her children; (top L-R)
Max, age 7, Hunter, age 9 and Nicole, age 3.



Hunter Janoff,
age 16.



Max Janoff, age 14.



Nicole
Janoff,
age 10.



Zachary Janoff Weinstein,
age 8.



Ronni Janoff-Weinstein and her
children; Zachary, age 3 and
Sydney, age 2.



Sydney Janoff Weinstein,
age 7.



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