



Crystal REFLECTIONS

Crystal Plaza
Newsletter
Volume XVIII

A Warm Hello From Allan

Dear Friends,

I am proud to announce, that the Crystal Plaza and the Janoff Family, were honored as the 1st place winners of the 2005, New Jersey Family Business of the Year Award. Debbie, Ronni, and I would like to personally thank all our family members, friends and loyal customers for helping to make this honor possible.

We are also delighted to acknowledge that the 4th generation of our family (pictured from top to bottom); Hunter, age 16, Max, age 13 and Nicole, age 9, are already getting a fine taste of the business.

In addition, I hope you will be intrigued as you read about the origin of the *Wedding March*. Also, as always, enjoy viewing our interesting photos of guests who have recently graced the Crystal Plaza, and a Happy New Year to all!

Cordially, Allan



Top Honors Go To Crystal Plaza

As Winners of the 2005 NJ Family Business Award

Family businesses play a vital role in the economy, making up 90 percent of the nation's commerce. They are the *backbone* of the economy; providing essential jobs, services and other forms of support to the community. Several distinctive qualities enabled Crystal Plaza to be chosen as the winner of the 2005 New Jersey Family Business Award. Just as important as the business decisions, are the family values, traditions and visions that shape the society in which we live.

The New Jersey Family Business of the Year Awards program was established in 1993 and has celebrated its 13th anniversary this year. The Rothman Institute of Entrepreneurial Studies at Fairleigh Dickinson University, PNC Bank, and the New Jersey Monthly Magazine sponsor the awards. Winners of the award are selected based on the quality of their business, and how well they overcome challenges. But just as significant, is how much they give back to the community. Crystal Plaza Caterers, has been in business



for over 89 years in one form or another. The unique aspect of the Crystal Plaza, founded in 1917 by Allan Janoff's grandparents, Max and Anna Janoff, is their policy of finding, nurturing, and retaining employees who, like the Janoff's themselves, are passionate people and creative thinkers, with a strong desire to contribute to the community. This deep seeded commitment by the Janoff family to philanthropic missions, is what tipped the scales for the judges of this

coveted award, which included the principles and executive directors from the co-sponsoring companies of the program; PricewaterhouseCoopers LLP, PSE&G, and Riker, Danzig, Scherer, Hyland & Perretti LLP.

The Janoff family, along with Allan, are forever grateful to his grandparents, Anna and Max Janoff and his parents, Harold and Dorothy, for establishing such unwavering footsteps to follow, on their path and quest for excellence, and endless support of worthy causes that have touched countless lives.



Who Wrote the Wedding March & The most popular Wedding Songs?

Although a number of melodies may be suitable music for weddings, there are two in particular from the world of classical music which are most frequently played. One is the "Wedding March," by Mendelssohn, and the other is the Bridal Chorus, "Here Comes the Bride," by Richard Wagner.

It was in 1842, that Felix Mendelssohn wrote incidental music for the Shakespeare play, *A Midsummer Night's Dream*, which included the famous "Wedding March," that is to this day still played as the recessional at many weddings. Born into a distinguished and intellectual banking family in Berlin, Felix Mendelssohn grew up in a privileged environment. His family converted from Judaism to Christianity in 1816. Mendelssohn studied the piano with Ludwig Berger and produced his first piece in 1820 at the young age of fifteen. With its emphasis on clarity and adherence to classical ideals, Mendelssohn's music shows alike the influences of Bach, Beethoven, and Mozart's dramatic characterization, forms and textures.

It was in 1870 that Richard Wagner's name became synonymous with grand German Opera of gigantic theatrical proportions. His music stretched the boundaries of the romantic era. Wagner's music is full of passion, he was able to move people and convey great emotion and love in music. His "Here Comes the Bride" arrangement was used in his opera *Lobengrin* at the marriage between the title character and Elsa.

which is especially true for weddings. The songs that are played during marriage ceremonies and receptions, or the music selected for the bride and grooms first dance,



Crystal Plaza's Barry Ress congratulates Rain Pryor, Richard Pryors daughter, for delivering an emotional, yet very amusing speech, at a National Multiple Sclerosis Society's, Women Against Multiple Sclerosis Luncheon.



Allan Janoff congratulates Lynn Donohue, author of "Brick By Brick," for delivering a compelling speech at a "Menu of the Minds" Luncheon.



Crystal Plaza's Barry Ress welcomes Joe Piscopo, honoree at the New Jersey State Opera's 40th Anniversary Gala.



Crystal Plaza owner and Vice President, Ronni Janoff-Weinstein, welcomes Brenda Blackmon, co-anchor for WWOR's UPN TV-9 News. Brenda was the emcee at the 2nd Annual Luncheon for Women Against Multiple Sclerosis, hosted by the Crystal Plaza.

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The Crystal Plaza was proud to sponsor the 2nd Annual Garden State Seeds of Hope awards ceremony. Allan Janoff proudly joins Donna Haines, NJ Monthly Magazine presenter to his left, and Kate S. Tomilson, publisher/editor-in-chief, NJ Monthly Magazine, to his right, as they honored eight New Jerseyans that served as volunteers for not-for-profit organizations and other worthy causes.



Crystal Plaza Manager, Nella Mellace graciously greeted Soprano's Actor, Federico Castelluccio at a recent Crystal Plaza function.



The Sister Rose Thering Endowment Foundation held its 40th Anniversary Commemoration inside the Seton Hall University theatre. Crystal Plaza Caterers provided "after concert" gourmet refreshments. In conjunction with this celebration, was the announcement of the \$1.75 million commitment that Leon & Toby Cooperman made to help fund an Endowed Professorship in Jewish-Christian Studies at Seton Hall University in honor of Sister Rose Thering. Pictured from L-R are Leon Cooperman, Chairman and CEO of Omega Advisors, Inc., his wife, Toby; Sister Rose Thering, O.P, Ph.D., professor Emerita; and Crystal Plaza owners, Debbie and Allan Janoff.



It's People That Make A Place Great
Marty Shachat is one
of Those at The Crystal Plaza.

Marty Shachat was born and raised in Newark, NJ and attended South Side High School. Marty boasts a 63 year career as a master chef, of which 35 years has been with the Crystal Plaza. Although Marty could very successfully retire, at age 82, he can't seem to quit working at the Crystal. His typical day begins at 8am and ends at 10pm. When asked why he continues to work well beyond retirement, he'll tell you, "I'd be lost without the Crystal Plaza." It is his second home. "The Janoff's are wonderful, wonderful people to work for." Allan, Ronni and Cherie are like his own son and daughters; and Allan's mother Dotty, is like a sister to him.

Marty feels that each affair that the family hosts is embraced with the "Janoff touch of love," as if the celebration was in honor of their very own family member. Marty vividly remembers preparing delicacies for Franklin & Eleanor Roosevelt, who were charmed by the Janoff's hospitality as well.

Marty is the Crystal's "Golden Nugget." He currently resides in Union, NJ with his wife Harriet of 49 years. His daughter Barbara and her husband Doug, live in Arizona with his two adorable grandchildren, Justin and Samuel.

The Wedding March (Continued from page 2)
provides cherished memories that last forever. This is why wedding songs are painstakingly selected. Some of today's most popular wedding reception songs that have stood the test of time are: "My Heart Will Go On" - Theme from Titanic, Celine Dion; "Tonight I Celebrate My Love" - Roberta Flack & Peebo Bryson; "Endless Love" - Luther Vandross & Mariah Carey; "When I Fall in Love" - Sleepless in Seattle Theme; "Wind Beneath My Wings" - Bette Midler, and "Unchained Melody" by the Righteous Brothers.

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◆ A Tasty Treat From ◆

The Chef's Table

Here is a dish from our non-kosher division at The Crystal Plaza, "Highview Caterers". This is a nice light salad with lots of flavors. The butter-poached lobster will melt in your mouth, while hints of vanilla tickle your taste buds. The light micro green and mache salad paired with the mango, add the complementing flavors that will keep you guessing why something so simple, is so delicious. Bon Appetit!

Butter Poached Lobster Tail

with mango, micro greens, and vanilla bean vinaigrette.



Ingredients for 4 portions

- 4 oz. - Lobster tails - 4 each
- 1 ea. - Mango
- 8 oz. - Micro greens
- 4 oz. - Mache
- 2 ea. - Vanilla beans
- 4 oz.- White balsamic vinegar
- 10 oz.- Extra virgin olive oil
- 2 tbl. - Honey
- 2 lbs. - Butter
- 1 tbl. - Lemon juice
- Salt and pepper

- Method -

1. Melt butter at low heat and maintain (there should be no bubbles).
2. Using kitchen sheers cut lobster tail down the middle and pull out the meat.
3. Place in warm butter and let it poach slowly for 15-18 minutes until firm.
4. Remove from butter and place in a cold water bath to chill and set aside.
5. Scrape vanilla beans and place in a blender with oil, vinegar, and honey. Puree until well mixed.
6. Peel mangos and cut a few slices for each plate.
7. Lay sliced mangos on plate, place greens on top, leaving slices partly showing. Slice lobster and cascade in front of the mango.
8. Put lemon juice and salt and pepper on greens, and drizzle vanilla bean vinaigrette on lobster tail and mango.
9. Serve



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