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AFTER-HOURS WITH A BUSINESS TWIST

What does make sense after a hard day's work? For the **Puerto Rico Chamber of Commerce** that would be (what else?) "Business After Six," which sounds like its members don't stop working even after they close up shop for the day. And if you think this means they are taking work and play to the next level,

you know what? They are! But they'd rather call it networking, which could be better described as working on developing your social skills so you become an expert at throwing your net into whatever party pool you're invited to in the hopes of making your business grow.



Posing for the "After Six" camera at Verdanza are, from left, Annie Mustafá, Robert Newland, Mike Vivaldi and Jorge Cañellas.

Well, the fishing season has officially begun at Verdanza Hotel in Isla Verde, kicked off by the activity that launched the 2010 series of the "Business After Six" events for Chamber of Commerce members who thus get a venue to network, make new contacts and renew old business acquaintances in a laid-back atmosphere at the end of the day. Greeted by hotel General Manager **Rickie Newman** and Chamber of Commerce President **Jorge Galliano** were more than 200 guests who showed up in anticipation of a work and play agenda that would make their after 6 p.m. dreams come true. To everyone's delight, the ballroom morphed into a Parisian cabaret, every detail included in the



In a party mood and ready to network! From left, Lymaris Otero, Manuel Mejía, and Pedro Hernández

sassy décor from sensuous feathers to sumptuous gold curtains and that black and red color palette that screams old vaudeville in all its glory, even a burlesque review featuring the Ran Can Can dancers, so-o skillful at walking the fine line between risqué and tasteful with a lot of panache. All in all, let's call this fun-filled evening a huge success. According to rumor, those sociable Chamber of Commerce members can hardly wait to see what the next Verdanza after six is all about.

And by the way, the fishing was good, too...

THE CELLPHONE THAT ROCKS

It's here, thanks to **T-Mobile** who rocked the



Making rocking waves at the Hard Rock Café: Jorge Martel and Alexandra Malagón.

town at the perfect spot when staffers hit the Hard Rock Café to celebrate the arrival of **myTouch 3G Fender Limited Edition**. A cellphone? I'd say so but the techno savvy will think I don't get it and they are so right! It probably does everything except put you to bed because, actually, it's meant to keep you in a musical mode 24/7 which does include your sleep hours after all.



Rocking the night away... From left, event producer Paco López; Gustavo Arango; T-Mobile executives Frances Rodríguez and Lyanette Dávila; and Randy.

Emceed by **Alexandra Malagón** and Magic 97.3's "Planet Radio" host **Junior Celestino**, the party gathered an exclusive crowd, mostly from the fashion, music and entertainment worlds. On-site were, to name only a few, band members of **Cultura Profética**, **Sí Señor**, **Gomba Jahbari**, and **Sintonía Retro**; singers **Sie7e** and **Randy** (half of the Jowell & Randy duo); fashion designer **Gustavo Arango**; **Luisito Vigoreaux**; **Carmen Jovet**; and top models **Frederick Valentín** and **Rob Román** among the 100 or so partygoers who love the night scene to death. And are now in a torrid love affair with the 3G Fender, designed by

T-Mobile in collaboration with the world's top name in electric guitars, **Fender Musical Instrument Corp.**, backed and sponsored by none other than the legendary **Eric Clapton**. Wow!

Speaking of wow, the show started in the atrium area with a solo guitar performance by **Augusto "Rusty" Ramírez**. On the second level was an impressive display of Fender guitars courtesy of the brand's local exclusive distributor, **The Music Store**. Not to mention the buffet was also there and the exciting news about this one is that on the menu, besides the Hard Rock classics, were some of the favorite recipes of rock stars tied to the launch of the 3G Fender like Clapton and Avril Lavigne.

The sweet musical news of the rocking cellphone was delivered by T-Mobile Marketing V.P. **Jorge Martel**, after which **Top Banana** hit the floor and the rest is cellular history.

FROM MY KICK-OFF-THE-YEAR PHOTO ALBUM...



Enjoying the good life at a much slower pace are, left to right, Joaquín Bacardí, José "Pepito" Pérez, don Diego Suárez, Vicente Suárez, Atilano Cordero Badillo, attorney Manuel Reyes Alfonso and Orlando Santiago.

I didn't mean to put it on hold but you know how time zooms by: it's uncanny! Any day soon 2011 will be here and there's nothing we can do about it. Well, I have my theory, it's us who make it happen, the way we live, in the fast lane that becomes faster every day. I'm sure if we slowed down a bit, time would in turn pass us by a little slower and wouldn't that be wonderful... Anyway, back to what brings me here, which is to acknowledge one such moment of slowing down (for an entire weekend!) and being able to smell the roses: The Chamber of Food Marketing, Industry & Distribution's (MIDA) activity at Best Western Pichi's Hotel & Convention Center to kick off the association's plans for this year. Good for you guys, namely such business biggies as **don Diego Suárez**, **Joaquín Bacardí**, **Atilano Cordero Badillo**, **Ángel Torres**, **José "Pepito" Pérez**, **Gualberto Rodríguez** and **José "Joe" Colón**, who can now tell the tale of what a great time they had at the picnic in La Parguera and how much fun it was to share a Sunday with friends while enjoying great music and finger-licking good food in abundance. Come on, people, if they can do it, so can we! Let's team up and make time work for us, not the other way around! ■