

HAPPY HARLEY DAYS
REJOICE ON RODEO GUIDE

CELEBRATE THE HOLIDAYS

IN BEVERLY HILLS



Los Angeles
SPECIAL ADVERTISING SECTION



a lot more exciting. How did it come about? "We wanted to add an element of unexpected fun this year - yet something with style," explains John. "Every mall in America has a Santa Claus and carolers, but only Rodeo Drive could pull off a parade of Santas on Harleys led by Cher and the Beverly Hills Police Department." Appropriately, this holiday is of personal significance to John: it will be the first with his new son, Jake.

Tom Elsaesser, Los Angeles Harley-Davidson. Despite their stereotypical outlaw image, Harley owners are most likely to

organizations including Child Abuse Resolved Through Education, the South Gate Youth Commission, and COPES—Child or Parent Emergency Services. The rides educate Harley riders about the organizations they benefit, thereby bringing a greater awareness of how individuals can contribute to a worthy cause.

Debra Sussman and Robert Cordell, Image Designers, Sussman/Prejza & Company, Inc. Sussman/Prejza designed the now famous street banners and graphics for the 1984 Los Angeles Olympics. Working with Mayor Vicki Reynolds and Decorations Chairman Sally Sherman, Debra Sussman and Robert Cordell developed holiday designs for Beverly Hills that seem to encourage movement through the streets. The banners now adorning the city bring to light a full spectrum of



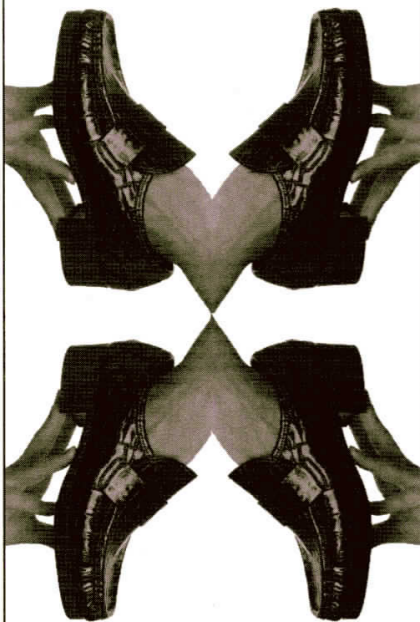
Tom Elsaesser

Robert Cordell, Debra Sussman

be found singing carols at retirement homes and helping a variety of special causes throughout the year. "Our riders participate in charity rides like the 'Love Ride' for Muscular Dystrophy and many other events throughout the year," says Tom Elsaesser, co-owner of Los Angeles Harley-Davidson and one of the sponsors of "Happy Harley Days," which benefits Camp Ronald McDonald for Good Times. Tom has facilitated many benefit rides and made his dealership's time and resources available for

colors. They are elegantly simple interpretations of traditional images, but leave enough to the imagination to allow passersby to have a fully individual experience. In addition, Debra and Robert have integrated new lighting designs creating a panorama of fifty-foot-wide ceilings of stars that will sparkle both day and night because the designs use a reflective material. "The impressionist palette of colors reflects the diversity of this city and the different cultures that make it so interesting," Debra says. —George Hicks

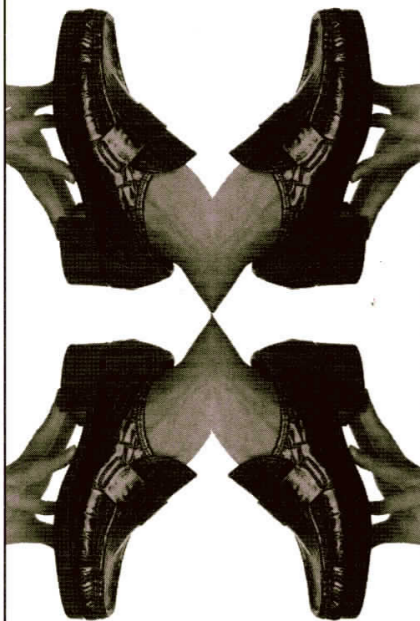
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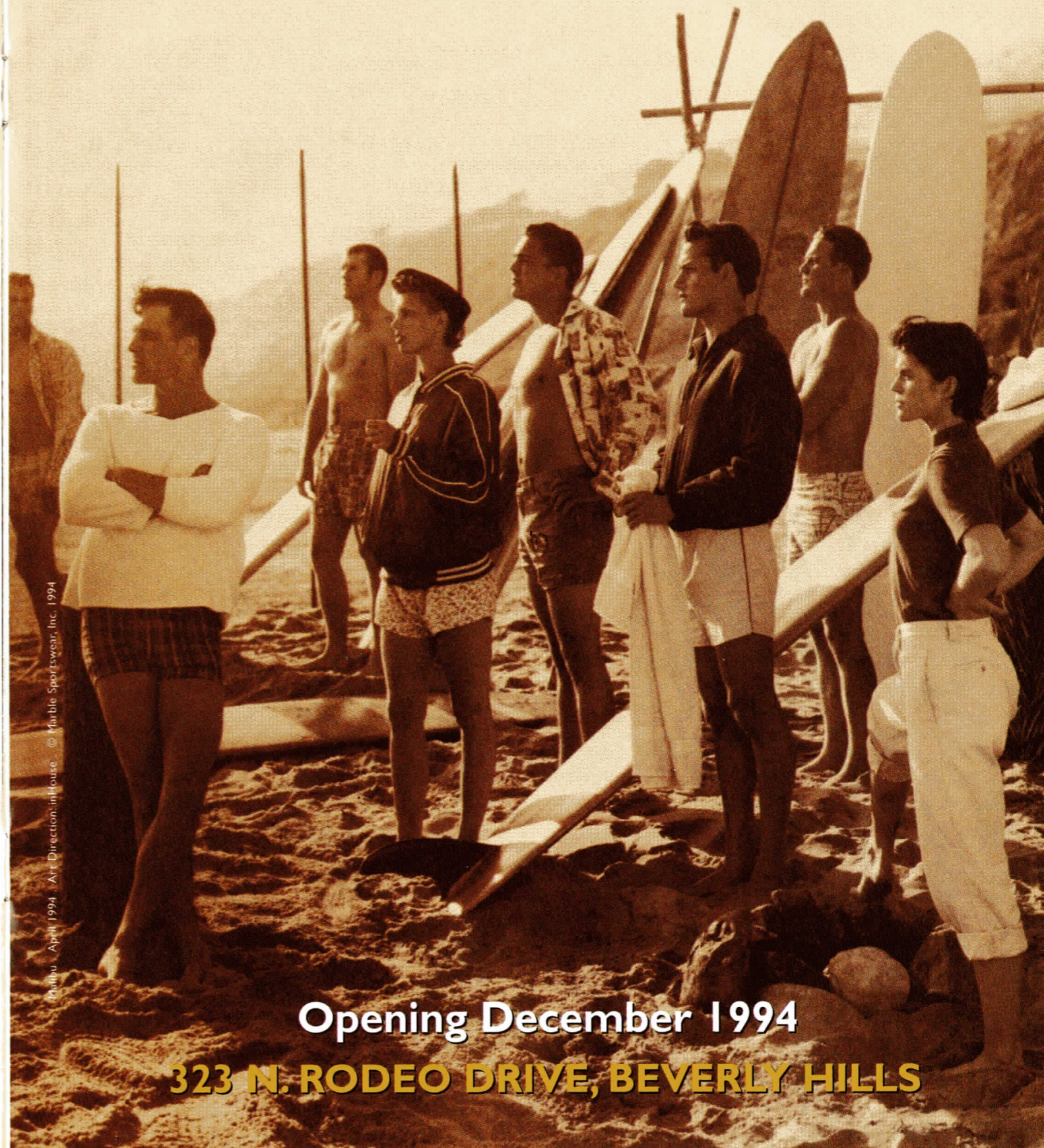
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DRESSING IT UP

Somehow, with all its twinkle lights and holiday decor, a drive through Beverly Hills in December awakens the holiday spirit in all of us. But a closer look shows something truly fresh is happening this year.

Not only will Cher be leading a parade of Santas and Mrs. Clauses on Harleys down Rodeo Drive, but the city will sport a festive new look from the environmental design firm of Sussman/Prejza, while retailers marking their first holiday season here like Barneys New York will bring new interpretations to traditional favorites.

But what goes into bringing that extra holiday sparkle to a city that already sparkles year round? A little recognition is clearly in order. So here are just a few of the many people to think fondly about whenever the holidays bring you a warm fuzzy.

Deborah Brown, Artist. It is through Brown's eyes that Barneys New York on Wilshire Boulevard sees the holidays. Barneys commissioned Brown to do their holiday windows after her works were exhibited in their New York store. She truly brings something different to the holidays: Gorilla Santas and Star Fish Girls, for example. Brown describes her creations as adorned misfits and says her work is about identity in a time of crisis. Strange as her characters may sound, the charm and playfulness of her art awakens a feeling of familiarity going back to childhood fairy tales.

Larry Kepler, Engineer, The Regent Beverly Wilshire. Larry, or "Kep" as his friends call him, is a direct descendent of the physicist Johannes Kepler who was the first to describe the laws of planetary motion.

How appropriate it is, then, that he created the six-story-tall tree atop the Regent Beverly Wilshire complete with another astronomical bright spot - the five-pointed star. In addition to strings of lights, the tree consists of galvanized cable, copper tubing and fishing line, and takes months to complete with hundreds of man-hours from dozens of workers. It appears to be lighter than air, but it actually weighs over 500 pounds. The tree consists of hanging tiered circles which are pulled upward by a system of pulleys while light strings are installed from the top down, so each year it seems to grow from October to the day of the ceremony.

Chris Nehls, Camp Ronald McDonald for Good Times Alumnus and Counselor. Chris Nehls knows a lot about Camp Ronald McDonald for Good Times, the charity selected to benefit from "Happy Harley Days/Rejoice on Rodeo." He attended the camp as a child for three years; and now at age 27, he works there full-time and volunteers as a camp counselor. Chris



Larry Kepler

was diagnosed with Non-Hodgkin's Lymphoma when he was nine and has been in remission for fifteen years. "When you're nine years old, you don't have much conception of death. It just isn't a part of your world," says Chris. "At Camp Ronald McDonald there are kids at every stage of treatment. When I was nine, losing my hair was no big deal. But when you're an adolescent, and everybody is trying to be cool, losing your hair can be traumatic. Camp is a place where everybody understands."

What's it like being a camp counselor? "Sometimes it's a little scary," admits Chris. "You don't want to instill false hope, but there's a lot you can do. Some of the kids don't think they can do what they used to do because of the cancer. But at camp they learn they still can do the same things as healthy children." Chris will be volunteering in the temporary tattoo booth to raise funds for Camp Ronald McDonald during "Happy Harley Days." "The kids from camp are really excited about 'Harley Days.' They think Santa arriving on a Harley is pretty cool."

John Petterson, President, Rodeo Drive Committee and Vice President, Tiffany & Co. John Petterson comes to Los Angeles from New York, where he worked at the world's largest toy store, F.A.O. Schwarz, prior to joining Tiffany & Co. This makes sense in light of his playful holiday vision of this year's "Rejoice on Rodeo" celebration, appropriately subtitled "Happy Harley Days." In making plans for that event as President of the Rodeo Drive Committee, he worked with other retailers on the street, effectively bringing them together to share his vision of something a little different and

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