



THE CAPITAL MAGAZINE

RIDE 23:

SEMI COOL

SUITLESS IN THE CITY:

CUPS 'N CAKES

INK STAINS

LOFTY CARES

4TH ANNUAL BEAUTY GUIDE



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- Aug 9th UFC 87 SEEK and DESTROY viewing party with X-Ray Roger Jimmy
- Aug 14th WNCI's weekly Jimmy Jam Patio Party with KISS ARMY
- Aug 15th Mid Summer Night Playboy Party with Poser (wear your Pimp or Bunny outfits)
- Aug 16th 80's Night with Hair Razor
- Aug 21st WNCI's weekly Jimmy Jam Patio Party with The Menus
- Aug 22nd & 23rd Reggae Island Weekend with The Ark Band & Roots Vibrations
- Aug 23rd Kick off to the ms. Planet Beach Model Search (round one)
- Aug 28th WNCI's weekly Jimmy Jam Patio Party with The 17th Floor
- Aug 29th & 30th End of the Summer Bash "BLOCK PARTY" with Joystick - ms. Planet Beach Model Search (round two)
- Aug 31st The Rachel Widomski Labor Day h.o.p.e. Benefit with SWAGG, SAVING JANE, LT. DAN'S NEW LEGS, BOURBON KINGS & J WHITE
- Sept 4th WNCI's weekly Jimmy Jam Patio Party with Red Wanting Blue
- Sept 5th "Girls Night Out" 97.1 DIAMOND PARTY with Introspect
- Sept 6th ms. Planet Beach Model Search (round three) - UFC 88 BREAK THROUGH viewing party with Nate McDonough Band and The Bourbon Kings
- Sept 11th WNCI's weekly Jimmy Jam Patio Party with Saving Jane
- Sept 12th "Girls Night Out" 97.1 DIAMOND PARTY with Paradise Island
- Sept 13th OSU vs. USC away game bash (reserve your spot randy@mailrz.com) with The Filthy Habits - ms. Planet Beach Model Search (round four)
- Sept 18th WNCI's weekly Jimmy Jam Patio Party with LoveSick Radio
- Sept 19th "Girls Night Out" 97.1 DIAMOND PARTY with Paradise Island
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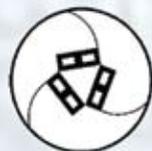


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FROM THE PUBLISHER



William Klopfer, Sharron Peck (holding Baxter), Roopan Dey and Anna Melomud (far right) with Senatorial candidate Danielle Blue and her husband Doug.

Capital Living

In my field, I have the unique opportunity to meet a wide spectrum of individuals with a vast array of interests. From the owners of multi-million dollar construction companies, to musicians ready to make their big break, to the young CCAD student looking to create something beautiful—it always amazes me how many young people are doing great things in Columbus, Ohio. In addition, the decision-makers and politicians are both willing to assist and make themselves accessible to these young “movers and shakers” whenever possible.

Events such as IT Martini (www.itmartini.com) by **Aladin Gohar and John Bishop** bring together professionals in the Information Technology field in a fun, casual environment, all the while creating new business connections (see page 43). Check out the next one September 18th at Park Street Patio in the Arena District.

I’ve also had the pleasure of meeting **Danielle Blue** (blueforohio.com), an old classmate of our friend William “Billy” Klopfer. This young woman has already proven herself as a lawyer and is getting ready to add to her efforts in public service by running for a Senatorial seat in the 16th district.

Though it’s been a mission of ours to highlight the young Columbus stars in *C Magazine* for over six years now, we’re constantly on the lookout for more people who define the Capital lifestyle. If you’re a young professional, or you’d like to



Guests enjoying a casual meet and greet at the home of William “Billy” Klopfer at Miranova with Senatorial candidate Danielle Blue.



nominate someone, or even if you’re having an event targeted at young professionals, email us at suitless@columbusmag.com.

Yours truly,

Roopan Dey
CEO & Publisher



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SUITLESS
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RESTAURANT FEATURE
JOHN DAVIS, ERIC WAGNER

949 FEATURES
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MICHAEL SCOTT, ERIC WAGNER, KYLE WIDDER

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CARY SMITH, ERIC WAGNER

FINAL WORD
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DROP POINT
ERIC WAGNER, JESSICA RUDD, GILES CLEMENT

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CREW STARS ROBBIE ROGERS, BRAD EVANS AND
DANNY O’ROURKE IN HIGH-FASHION AT THE
CREW STADIUM FOR EXCLUSIVELY C MAGAZINE
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from the editor
editor@columbusmag.com

Kickin' It

Despite the current economy's annoying pinch on our pocket books, this month's issue is filled to the brim with eye-popping events, promotions and exclusive features sure to put a grin on your face and an idea or two in your mind as to how to live well through the final days of summer.

You're holding our annual *Beauty Issue*. Highlighting this theme is a special section dedicated to select businesses in the beauty industry that offer custom services that will undoubtedly leave you looking and feeling better from the inside out. And we all know how easy it is to retire our exhausting worries when we feel good about ourselves. The drinks keep comin' and the laughter trips our conversations into a pleasant fall from self-regulated reason.

Read on and you'll also find a signature set of features on Columbus professionals that refuse to play in the glue of other people's ideas: Bakery Gingham's surreal cupcake countess Amanda Ellis; Salon Lofts President and style matchmaker Daniel Sadd; and artisan ink expert Naryan Claudy of Stained Skin, to name a few.

This issue also brings three local soccer stars out of the omnipresent shadows of OSU and CBJ and to the forefront of our consideration in an exclusive, one-of-a-kind interview that has Columbus Crew phenoms Robbie Rogers, Brad Evans and Danny O'Rourke interviewing each other. The three are All-Americans and dedicate themselves to a city they truly love and a sport they were born to play. We at *C* hope this story helps set them and their sport aside from the others Columbus has so tenaciously supported.

Go Crew!

Jason E. Ohlson

BEAUTY '08



22

COVER STORY

For 2008's *Beauty Issue*, we decided to combine the beauty and elegance of sport with that of fashion. And though we're celebrating the Crew as a team, we've outfitted All-Americans Brad Evans, Danny O'Rourke and Robbie Rogers in gear to reflect their distinct personalities and let them interview each other in a one-of-a-kind Q&A.

11

SUITLESS

Stop and smell the roses—this month, we've got three local personalities who specialize in making the world a more beautiful place. Meet Daniel Sadd who dreams of revolutionizing the salon industry, Naryan Claudy who turns an artist's eye to tattooing Amanda Ellis who creates some of the most sinfully delicious cupcakes you'll ever tast.

16

9 for \$9

For many of us, a delicious lunch is a welcome addition to any day—but make that lunch affordable, and it's downright beautiful! As usual, *C Magazine* will happily help you add 9 times the beauty to your month by serving up 9 local lunch spots serving multiple meals priced at \$9 or less!

32

RESTAURANT FEATURE

For shop-a-holics, it's no secret that the mall is a holy refuse. The mall's better kept secret, however, is that it can be a spiritual place for the taste buds, too! Catch up with food writer Johnny Davis as he passes over the food court for Mitchell's Ocean Club at Easton Town Center.

36

HOMework

This month, we feature a renovated work of art in our Homework Section. And, if our endorsement isn't good enough, just ask the experts at the Italian Village Society who awarded this home the award for "Most Improved Property." And just when you thought you couldn't ask for anything more, it turns out to be located just steps away from the Short North strip!

46

BEYOND 270

Beauty comes in many forms, and audible beauty is no exception. Check in this month with Flotation Walls, a local electronic band with a fondness for wearing yellow and a musical affinity for layering string arrangements and choral orchestrations with the more traditional live band instruments.

48

FINAL WORD

Check in this month with Ryan Johnson, the United States Trade Brewer for Miller Coors' Import & Craft Brands. Not only does he know what the heck zymurgy is, but he also weighs in on the best beer in the world and on the most inappropriate activities for beer sponsorship. Beautiful!

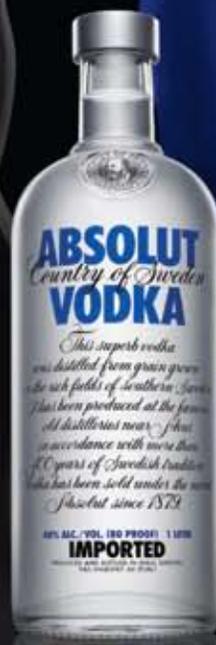


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Skin Doctor

Naryan Claudy

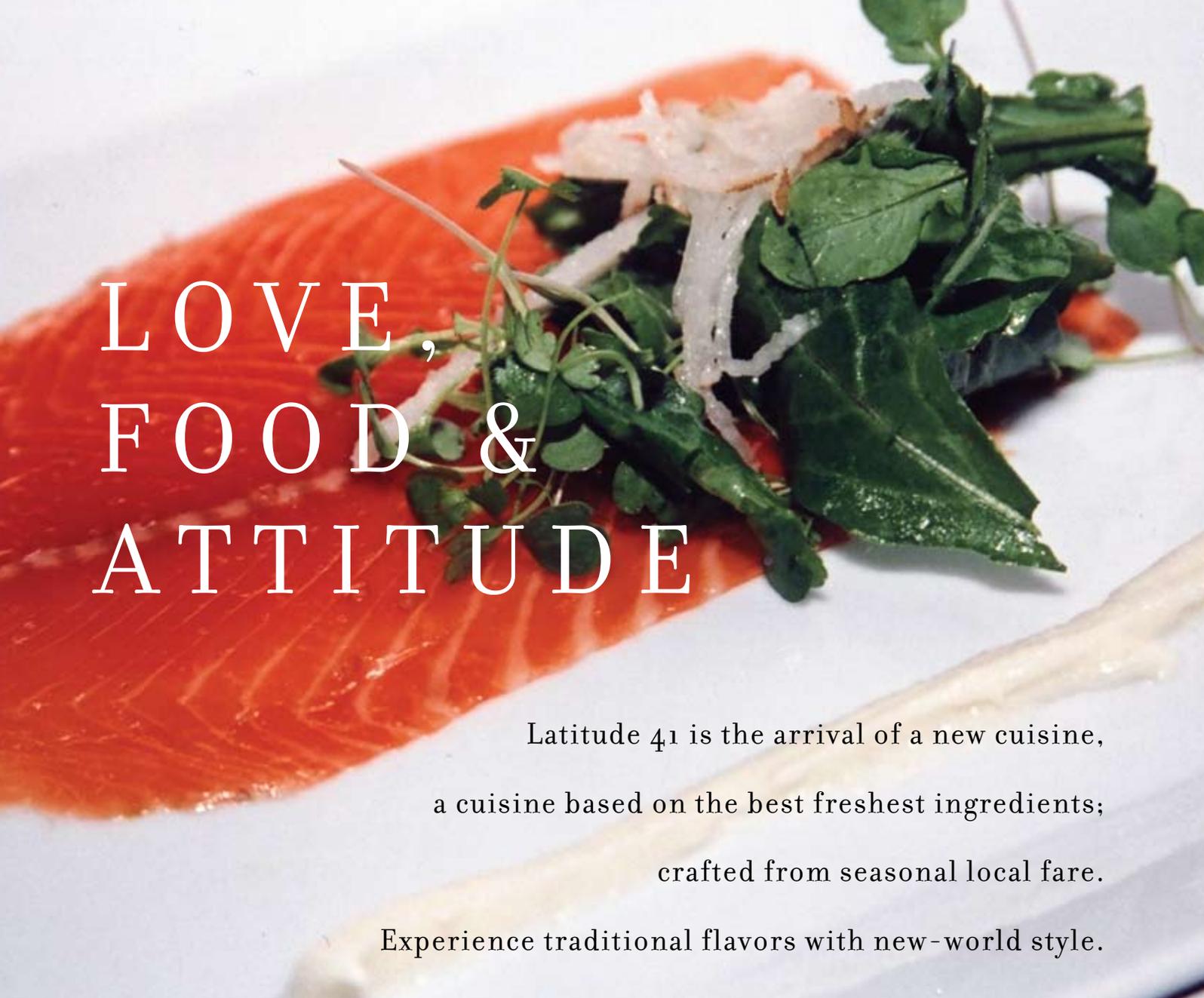
Story | Michael Scott
Photo | Eric Wagner

Since January of 1994, the staff at Short North tattoo parlor Stained Skin has been taking the art of tattooing to a higher level. Not only does their space have a gallery for showcasing fine art shows every other month, but their collective reputation has helped gain a celebrity clientele including the Mighty Mighty Bosstones, Good Charlotte and Papa Roach.

Naryan Claudy, one of Stained Skin's standout artists, even has a growing clientele of sports celebrities including Rick Nash of the Columbus Blue Jackets. Claudy, a self-taught artist who was invited to join the staff in 2005, started honing his talent in high school, focusing mostly on charcoal and pencil drawings. "At first, tattooing was more of a rebellious thing for me," said Claudy, "but then it became much more about the artistic process. It's really all about composition, and nothing is more challenging than using skin as your canvas." Not surprisingly, Claudy's niche has become realistic

portraits done in black and gray, hearkening back to the days of charcoal and pencil.

Despite the celebrity clients, and the fact that his original artwork was recently published in a book by influential tattoo artist Guy Aitchison, Claudy believes what truly sets him apart is the education he gives his clients. "In the last few years, people have really been doing their homework by visiting websites," he said. "Most come in with an idea of what they want on paper, but they need help elaborating. They depend on my expertise to help their designs better translate to skin." Because of this, drawings can take anywhere from a day up to a week and may take multiple attempts so that both artist and client are happy. Claudy also said the application process could range from one visit to never being finished. "You can always refine with touch-ups and make tattoos look better," he said. "The body really is an ongoing work of art."



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Addictive

Amanda Ellis

Story | Kristen M. Foley
Photo | Eric Wagner

Whimsical nostalgia with a modern, new-wave twist—that’s what you get when you enter Bakery Gingham. From the sweet, pink awning above the door to the kitchen-esque shop front, complete with a dining room table as the bakery counter; this is a bakery just like mom would create. Add in the inventive (and delicious) cupcake creations of the sprite-like Amanda Ellis and you’ve got a little piece of confectionary heaven.

It’s no wonder people are downright skipping to her shop for “grandpa’s coffee” (espresso cake with Kahlua icing), “snowflake” (coconut cake with coconut icing) and “Choosy Moms” (a sinful peanut butter cake with a chocolate butter cream, garnished with a Reese’s Cup).

“I try to name everything so it sparks curiosity about what’s inside the cupcake, like with my LL Cool Cake, which is a Lemon Lavender cake,” says Ellis. “But, a lot of my clientele just want a cupcake they had when they were growing up.”

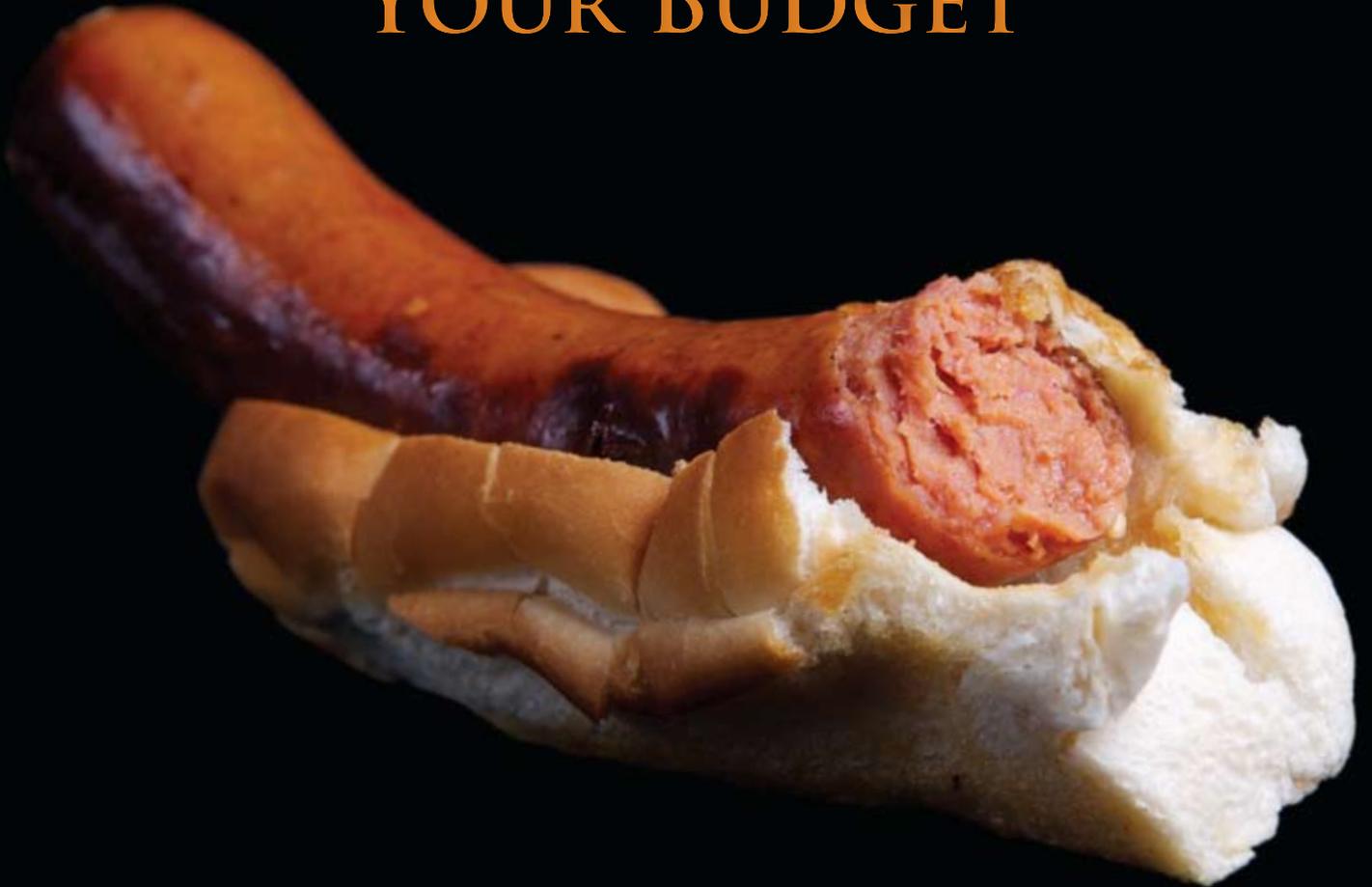
Once tied to her computer screen as a marketing executive for a financial planning company, these days you’ll find her either in her shop greeting customers or baking a variety of treats, which even include pupcakes for her four-legged clientele.

Everything in Bakery Gingham is made fresh daily, and as a true boutique shop, once it’s gone, it’s gone. It’s a concept that won’t ever change, even when she moves to a larger space later this year. But, with so many cupcake flavors, one might wonder which one she touts as her favorite.

“I do like the coconut, but I’m a spice girl” confirms Ellis. “I’m the one you never saw in the videos. I’m ‘Awkward Spice’ and they cut me out of the frame,” she laughs. “I love my pumpkin pie cupcakes with a graham cracker crust and my apple walnut spice.”

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Cutting Edge

Daniel Sadd

Story | Michael Scott
Photo | Eric Wagner

Stop into almost any salon, and you'll find there are very few businesses truly looking to revolutionize their industry. But according to Daniel Sadd, President of local beauty chain Salon Lofts, "We believe the world needs another single-owner, high-end salon like it needs a hole in the head. In fact, we gladly zig when everyone else zags," he says. As it turns out, the willingness to zig is working—the company just opened their 11th location in central Ohio this spring, with three additional locations in Florida.

Salon Lofts will continue to expand in both Columbus and Florida, and has several Cincinnati locations in the works over the next few years. This aggressive expansion is the result of the company's customer engagement process. "Our culture is all about freedom, creativity, independence and people in control of their own lives. We're just the middleman in the process of putting the power in the hands of the client and the loft owner," he says.

One of the main ways the Salon Lofts concept empowers people is their interactive (and proprietary) website Matchstylist.com. Based on the kind of service desired (hair, skin, nail and massage services are all available) plus the price range and preferred location, clients can choose the best fit from the company's database of 300+ beauty care professionals. And by using interactive photos of several different hair styles, clients are never more than three mouse clicks away from the perfect stylist.

Though the Matchstylist website was launched just 6 months ago, it has already gone through a re-design to make it even more user-friendly. The site is now complemented by the Matchstylist Direct phone system, in which clients can call in with what they want and receive a callback with an actual stylist and appointment. "We think [the concept] is real and relevant, and we think the concept is really going to take-off," said Sadd.

Nine for \$9

your lunch



Club Sandwich for \$6.75 from Darz Cafe

Darz Café

111 W. National Blvd. #1 (614) 224-9325

Wraps and the soup-and-sandwich combo are the kudzu of the midday culinary world. They pop up everywhere, and seldom are they good for anything other than smothering the root systems of our hunger. Not the case at Darz. And not only do they have creative names for all the sandwiches and wraps, but they are filled with fresh and healthy ingredients. They even have selections that are completely vegetarian. Meat-eaters, don't fret. The potato chowder has chunks of beef in it, and the **Club Sandwich (\$6.75)** boasts three different types of critter in it.

Tyfoon

106 Vine St. (614) 224-9219

Leave it to us to get you in and out of the classy joints like Tyfoon, for fewer than nine bucks. Read the small print on the left side of the page. **White Plate (\$21)**: four items for twenty-one bucks (**serves up to 3 people**). That's seven bucks a head, and this place has six-hundred-dollar chairs. Tip 'em like you spent twenty, and you're still only out eleven (plus applicable sales taxes). Plus, the food's "money." We got ribs, wings, tempura and toasted salmon on our combo and had to concentrate on pacing ourselves so we wouldn't get too full for the seafood soup and seaweed wrap. Thank goodness we didn't.



White Plate for \$21 from Tyfoon

Udipi Cafe

2001 E. Dublin Granville Rd. (614) 885-7446

Does it strike anyone else as odd that some of the best vegetarian grub in the city is in a strip mall in that weird retail no-man's-land out there between Dublin and Worthington? Vegetarians do like Filene's Basement and the Hobby Lobby a lot, though, and Udipi is just a stone's throw from there. Carnivores should also get to Udipi for some **Chana Batura (\$7.50)**. Dunking the large puffy flatbread in the spiced chickpeas is the best way in town to forget about meat, and it's less than a minute from Meijer's, PetSmart (or is it Petland?), Home Depot, the golf store, several hundred jewelers, the multiplex...



Chana Batura for \$7.50 from Udipi Cafe

Chile Verde Café

4852 Sawmill Rd. (614) 442-6630

It's always Christmas at Chile Verde, or at least it can be, if you want it to be. What that means in New Mexican cuisine is that your burrito is slathered in both red and green sauces. The green one is the hot one. Not feeling in the holiday spirit? Have the **Spicy Southwestern Crabcake (\$6.99)**. It must have been made by magical elves, because it's at once delicate and robust and comes with a small side of beans that are packed impossibly full of piquant flavors.



Spicy Southwestern Crabcake for \$6.99 from Chile Verde Cafe

Rigsby's Kitchen

698 N. High St. (614) 461-7888

Rigsby's is inarguably one of the classiest places in Central Ohio. It has been for twenty years. In fact, Kent Rigsby was the pioneer in Short-North classy dining. So, if you want lunch to be an impressive event, rather than some sort of greasy comestible eaten from a paper sack, you really should consider Rigsby's. The **Grilled Hamburger with Aged Cheddar on Olive Oil Bun (\$9)** is quite possibly the classiest (and most delicious) burger in town. In fact, it's the kind of lunch item that goes as well with a beer as it does with a Bellini—y'know, if your boss, your client or whomever you are lunching with is cool with that sort of thing.



Smoked Salmon Club for \$9 from Rigsby's Kitchen

Sovereign Cats

The Lion King



Close your eyes and listen. In the distance, hooves beat in unison as the swish of wings add to the natural harmonies surrounding you. Open your eyes and get ready to experience the phenomenon that is the Tony Award-winning Broadway sensation, *The Lion King*.

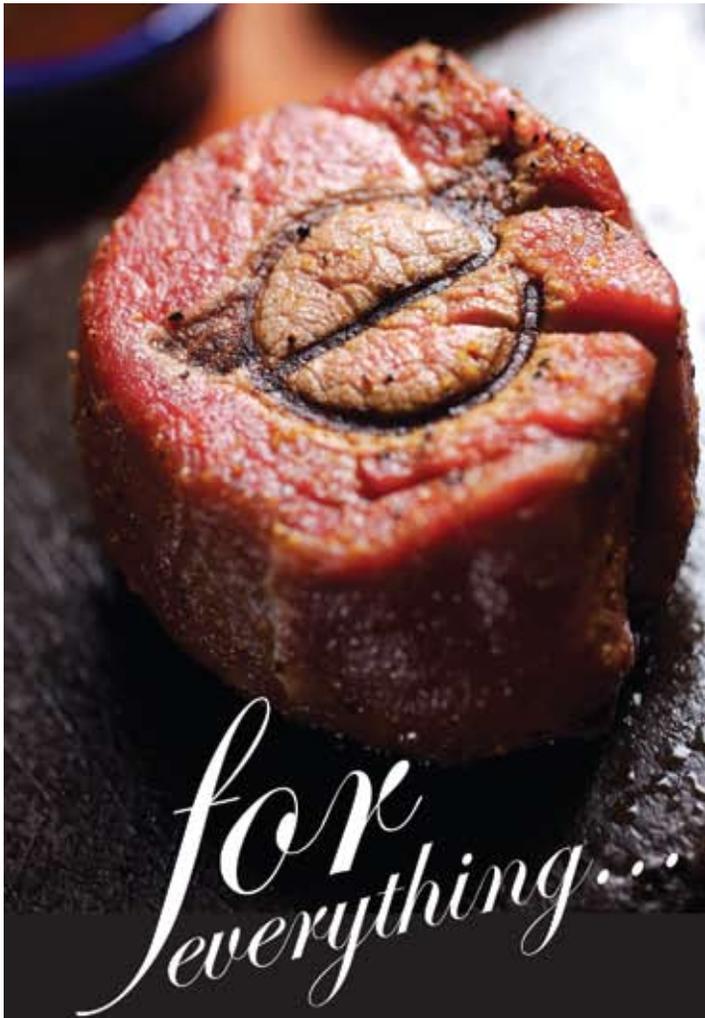
Watch as an entire savannah comes to life with animals of all shapes and sizes and Pride Rock emerges from the sea of cool mist. A roar from the king lets you know that he's in the building and the show is about to begin.

For a limited time, the pulsating rhythms of the Pridelands will take

over the Ohio Theatre as over 40 actors perform an awe-inspiring spectacle of animals. Unique costumes, breathtaking sets and an unforgettable score including Elton John and Tim Rice's Oscar winning song "Can You Feel The Love Tonight" combine to make this a "can't miss" affair.

Lucky for you, it's not too late to ensure your part of this majesty. Shows, including Saturday and Sunday matinees, run from August 29th through September 28th. Tickets are still available at ticketmaster.com

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Slow Smoked Chicken Breast Sandwich Platter for \$8.68 from City Barbeque

City Barbeque

2111 W. Henderson Rd. (614) 538-8890

City Barbeque is smokin'. Literally. They smoke it all: brisket, pork, ribs, chicken, turkey breast, sausage and whatever else you can think of. Then they serve it un-sauced so you can choose between traditional tomato sauces (spicy and mild), mustard sauce, and vinegar-based Carolina sauce. Every table has bottles of each of the sauces (plus some red-hot), right next to an entire roll of paper towels. You'll need those. Choose two of eleven-or-so sides to go with your **Slow-Smoked Chicken Breast Sandwich Platter (\$8.68)** and wash it all down with a slow-brewed, traditional, southern sweet-tea. Take a pound or two of each of the meats and some slaw or hush puppies or brisket-laden baked beans home. Eat some every day. We have been.



Smokehouse Burger for \$8.99 from Ruby Tuesday

Kaya

4710 Reed Rd. (614) 326-2551

There are so many ways to barbeque ribs these days that we've officially lost count. And what's more, it occurs to us that no matter what your method of choice, ribs always seem to come out of the process in delicious fashion. One lesser-explored example is the Korean barbeque short-rib. Kaya has one that will leave you wondering why everybody else is braising them. They remain tender, even if you go medium or higher with them. Plus, Kaya has Bibim Bab, which isn't just funny sounding; it's hilariously delicious. As if that weren't enough, Kaya also has an exemplary **Sushi Bar (\$3-\$7.50)**.



Sushi Bar for \$3-\$7.50 at Kaya

Paul's Fifth Avenue

1535 W. 5th Ave. (614) 481-8848

While slowly savoring the brown gravy on the tender **Liver and Onions (\$7.25)** on Thursdays, keep an eye out for Florence Jean Tackleberry. Paul's has breakfast and lunch; at dinner, they put cloths on the table for a more highbrow feel. The food is pure edible Americana. The flattop grilled sandwiches and traditional burgers taste just like you are imagining them as you read this. The fries are perfectly salted, and the girls taking care of the tables will never let a coffee cup get any less than halfway. What more could anyone ask for, really?



Liver and Onions for \$7.25 from Paul's Fifth Avenue

DON'T SEE YOUR FAVORITE PLACE?
If it's less than nine bucks for a lunch,
e-mail us at editor@columbusmag.com

Ruby Tuesday

1840 Hilliard Rome Rd. (614) 527-8930

The inside of the menu at Ruby Tuesday is devoted entirely to the hamburger. They've got Colossal, Bison Bacon, Alpine Swiss, Buffalo Blue Chicken and a deluge of other creations that involve everything from portobellos to onion straws. The latter of which is featured prominently on the **Smokehouse Burger (\$8.99)**. Get a salad bar with all the different color vegetables to balance out the Wisconsin Cheddar and applewood-smoked bacon. You don't have to have a burger. Ruby's also has soups, salads, appetizers, chicken, seafood, steaks and ribs that'll come off the bone if you ask them to.



MMMM...ART

The next time you're planning to meet friends for dinner or drinks at M, you might want to show up a little early to visit the Rebecca Ibel Gallery at Miranova for their summer group show "Splash." This unique art show features the work of Katherine Bradford, Sush Machida Gaikotsu, Linda Gall, Robert Harms, Stephen Mueller, Michael Reafsnnyder, Laura Sanders and Patrick Wilson. The exhibition is open through August 30, 2008. For further information, please contact the gallery at 614-291-2555 or visit www.rebeccaibel.com.



Blooming Art

Looking for a unique gallery experience? Why not take a walk on the wild side at the second annual *Scioto Gardens Gardening & Arts Festival* on July 19th at the Scioto Gardens Nursery near Delaware. "The art of gardening" will be on display in this spacious, natural setting. During the day, visitors are encouraged to explore the nursery's wide variety of plants, including everything from native orchids to carnivorous varieties, as well as sculptures by Mac Worthington, Rick Crooks, and Pat Belisle throughout the nursery grounds.



She & Him

You might recognize the "She" from such hit movies as *Elf* and *The Happening* and the "Him" from indie-folk fame. Together, actress Zoey Deschanel and M. Ward have forged *She & Him*, a potent musical partnership that makes Columbus' Wexner Center for the Arts one stop on their anticipated summer tour. On the evening of August 4th, the pair will showcase the touching songs of lost love and longing from their debut disc, *Volume One* for Merge Records. Don't miss this once-in-a-lifetime summer concert event.



C The Future

The Columbus Historical Society, founded in 1990, has become one of the premier non-profit cultural organizations in Central Ohio. Its mission is "... to educate the citizenry, to preserve historic artifacts, and to instill pride, love, and respect for ourselves, our cultures, and our ways of life." Long touted as a keeper of history, the society has taken steps as a protector of the future with the opening of their gallery featuring Columbus imagery by local artists for sale. The gallery is open from noon to 3 p.m., Monday through Friday at 51 Jefferson Avenue. For more information, visit columbushistory.org.

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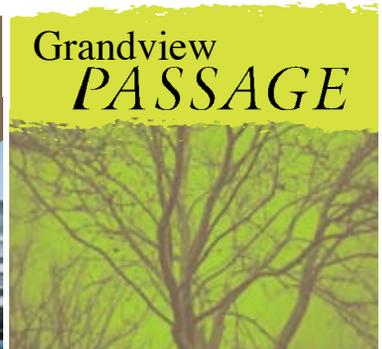


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ALL-AMERICAN STYLE

Story: Jason E. Ohlson | Introduction: Nick Schafer | Photography: Eric Wagner
Hair: TJ Reed | Styling: Anna Pindell | Make-up: Lauren Fogerty of Mukha

THOUGH THE CITY OF COLUMBUS, OHIO IS KNOWN WORLDWIDE AS A HOTBED FOR COLLEGIATE SPORTS, IT'S OUR THRIVING PROFESSIONAL SPORTS FRANCHISES THAT PLAY THE MOST IMPORTANT PART IN EXPANDING THAT REPUTATION BEYOND THE FAMED HORSESHOE AND THE CONFINES OF OSU'S CAMPUS.

LONGTIME RESIDENTS OF OUR FAIR CITY WILL REMEMBER BACK TO 1994 WHEN COLUMBUS WAS NAMED AS THE FIRST OF THE TEN INAUGURAL MAJOR LEAGUE SOCCER (MLS) CLUBS. THEN, IN 1999, THE FRANCHISE MADE AMERICAN SPORTS HISTORY BY OPENING CREW STADIUM, THE COUNTRY'S FIRST MAJOR LEAGUE STADIUM BUILT SPECIFICALLY FOR SOCCER. AND WHILE THE TEAM'S FANDOM RANGES FROM CASUAL SUPPORTERS TO THE MORE DIE-HARD REGULARS IN THE NORDECKE (THE GERMAN NAME FOR THE NORTHEAST CORNER OF THE STADIUM), THERE'S NO DENYING THAT THE NUMBER OF PEOPLE WHO INSIST ON CLARIFYING THE SPORT OF FOOTBALL AS "AMERICAN FOOTBALL" IS UNDOUBTEDLY GROWING.

HELPING TO USHER IN THE POPULARITY OF SOCCER HERE IN CENTRAL OHIO IS A NEW GENERATION OF TOP PLAYERS LOOKING TO MAKE THEIR MARK ON "AMERICA'S HARDEST WORKING TEAM." FROM FORWARD BRAD EVANS TO DEFENDER DANNY O'ROURKE TO FORWARD-MIDFIELDER ROBBIE ROGERS, THE CURRENT ROSTER FOR THE CREW IS STOCKED WITH TALENT. IN AN INTERESTING TWIST AS TEAMMATES, THE PATHS OF THESE THREE PLAYERS HAVE CROSSED AT SEVERAL POINTS IN THE PAST, WHETHER AS FORMER TEAMMATES OR AS FOES PLAYING FOR RIVAL SCHOOLS. BUT PAST ASIDE AND LOOKING TO THE FUTURE, THERE'S NO MISTAKING THE FACT THAT BRAD, DANNY AND ROBBIE ARE NOW DRIVEN TO SUCCEED AS A TEAM. READ OUR EXCLUSIVE INTERVIEW WITH THESE THREE UP-AND-COMING STARS AND LEARN THROUGH A CRISSCROSS Q&A HOW A TRUE TEAM MUST BE ABLE TO CELEBRATE ITS INDIVIDUALS ON AND OFF THE FIELD.

Brad Evans: Danny, when I Googled your name and clicked images, there were a thousand different hairstyles. What's up with that—from cornrows to the fro?

Danny O'Rourke: I guess I just like doing different things. I wake up in the morning and I'm like 'I'm bored' or I'll see a magazine article or something on TV and I'm like 'I'll do that and I'll just do it.'

Brad: Well, you've had the same for a while...

Danny: I know. Do you have any suggestions?

Brad: Shave it!

Robbie Rogers: I think you should pull off the braid rat-tail like that guy from Sweden.

Brad: You [Robbie] should pull something crazy off for the Olympics like lightning bolts because you're fast.

Robbie: Nah, I have to represent my country.

C Magazine: Can anyone outrun you on the team?

Robbie: I don't know. Maybe not on this team, but there are a lot of freak athletes in our league. The MLS has a lot of really fast guys that could probably play as running backs.

C: You are all All-Americans, correct?

All: Correct.

Danny: Robbie is a College Cup winner.

Robbie: Yeah, I was only a freshman in college and then I left. I wasn't expecting to leave, but I got a good offer from Heerenveen in Holland, which is the Dutch Eredivisie.

C: So how does that work?

Robbie: There was a scout who watched Brad and I play when we were younger and he asked if I

wanted to go train there. I wasn't really expecting much even when I was there. I only trained with the reserve team. I didn't think much of it. They told me they were going to keep watching me. I actually had a national team trip there a few weeks later. They sent a scout to watch my games and it happened so quickly. I just turned 19.

C: Danny, tell us about your gig at Indiana.

Danny: It was a good four years. We won two national championships and that was probably the best part about it... especially because we won one in Columbus. It was fun coming home.

C: Did you put up any crazy stats?

Danny: I put up some crazy stats, man. Two goals and six assists in four years!

Robbie: Yeah, and 4 yellow cards.



Robbie Rogers in
Macy's Donald Trump Dress Shirt
Tasso Ella Tie
Express Men Sweater
Express Men Producer Pant

Danny O'Rourke in
Target Graphic Tee
Express Men Leather Jacket
Express Men Producer Pant

Brad Evans in
Van Heussen Dress Shirt
Calvin Klein Tie
Vintage Sweater
Diesel Jeans

Danny: I think I lead the nation is fouls.

Danny: We played three in the back, a defensive midfielder and just not giving up goals. Back in the day, they said they only gave up five goals in one season. So we tried that, but I think eight [goals] was the best we could do.

C: But now you're playing professional soccer.

Brad: Yeah, in Columbus. *Far* from the beach.

Robbie: Brad, how do you like Columbus?

Brad: It's good.

Danny: Your typical day in Columbus, how is it?

Brad: I wake up—well Robbie usually wakes up at the butt crack of dawn. We don't have to be at practice until 9:15 so Robbie gets up at 8:15 and has two bowls of oatmeal filled to the brim. All I hear is him clanging all of his stuff! I have my alarm set for 8:56 so all I have to do is brush my teeth and go to practice. After practice, I maybe

have some lunch with Will and Danny and then sit on the couch for eight hours until it is time for bed.

Danny: What would you do differently if you were in LA?

Brad: From August 3-10, I will go to the beach every day and get Mexican food! The two things that Columbus is lacking big time are good authentic Mexican food (if you have any good Mexican food let me know!) and an In-N-Out Burger!

Danny: So basically if we put a beach right outside your door and a little Mexican shack...

Brad: Then I would be in heaven!

Robbie: Because, I mean, we do everything else that we did in California. There just isn't as much to do in Columbus as in Cali.

C: What about ladies?

Brad: I've had a girlfriend for three and a half years now.

Danny: I've had a girlfriend for about three years now. She just moved here and got a teaching job.

Brad: But Robbie Rodgers is a different story! He is just 21!

Danny: He's the future!

Robbie: I am single...

Brad: He is 21 going to the Olympics from Huntington Beach, California. It doesn't get any better than that.

Robbie: But I need a girl who is willing to cook, do the laundry and just chill. We have a really nice couch. Oh, and she needs to enjoy sushi.

Brad: We have to describe this couch.

Robbie: Okay, it's this mammoth couch from Z Gallery. It's huge! If you sit all the way back, your feet barely reach over it.

Danny: We were all watching the Euro 2008 semifinal. It was me, these two and our teammate Stefani. I was all into the game and I looked back and all three of them were sleeping on each other!

Robbie: That's why I kind of miss college. You know, because college life is pretty awesome. You get to go out and meet a bunch of girls.

Danny: Do you regret that part of leaving early?

Robbie: Yeah, for sure. Now I'm just so busy from work and too tired to even do anything.

C: So, Brad and Robbie, you met before this because you guys played together?

Brad: Yeah, we played in 2003 before Robbie was even in college yet. We played for Orange County Blue Star. We played all summer together. The fact that we both made it here is pretty weird.

Robbie: Especially because I made it here by a lottery draft—pretty much at random.

“There are a lot of freak athletes in our league. The MLS has a lot of really fast guys that could probably play as running backs.”

~Robbie Rogers

C: Dispel the stereotype of people labeling American soccer is kickball.

Danny: I've never heard that stereotype. I do think we have some catching up to do with European football and definitely Latin America. It's a mixture of players from all over the world. It's kickball at times, but it's not ingrained like it is in other cultures. You're always a couple steps behind, and by the time you get to the pros, you're still behind because that's their lifestyle over there. We are starting to get it and starting to feed programs to kids when they are young.

Brad: The way I see it, the MLS has been around for 12 years and their [European] leagues have been around since the 1800s. So if it was flipped around and reversed and we had endless amounts of money to put into the league, we would be there and it would be much easier to swallow then. It's tough now. You know, our salary cap is \$2.3



Robbie, Danny and Brad in full game uniform

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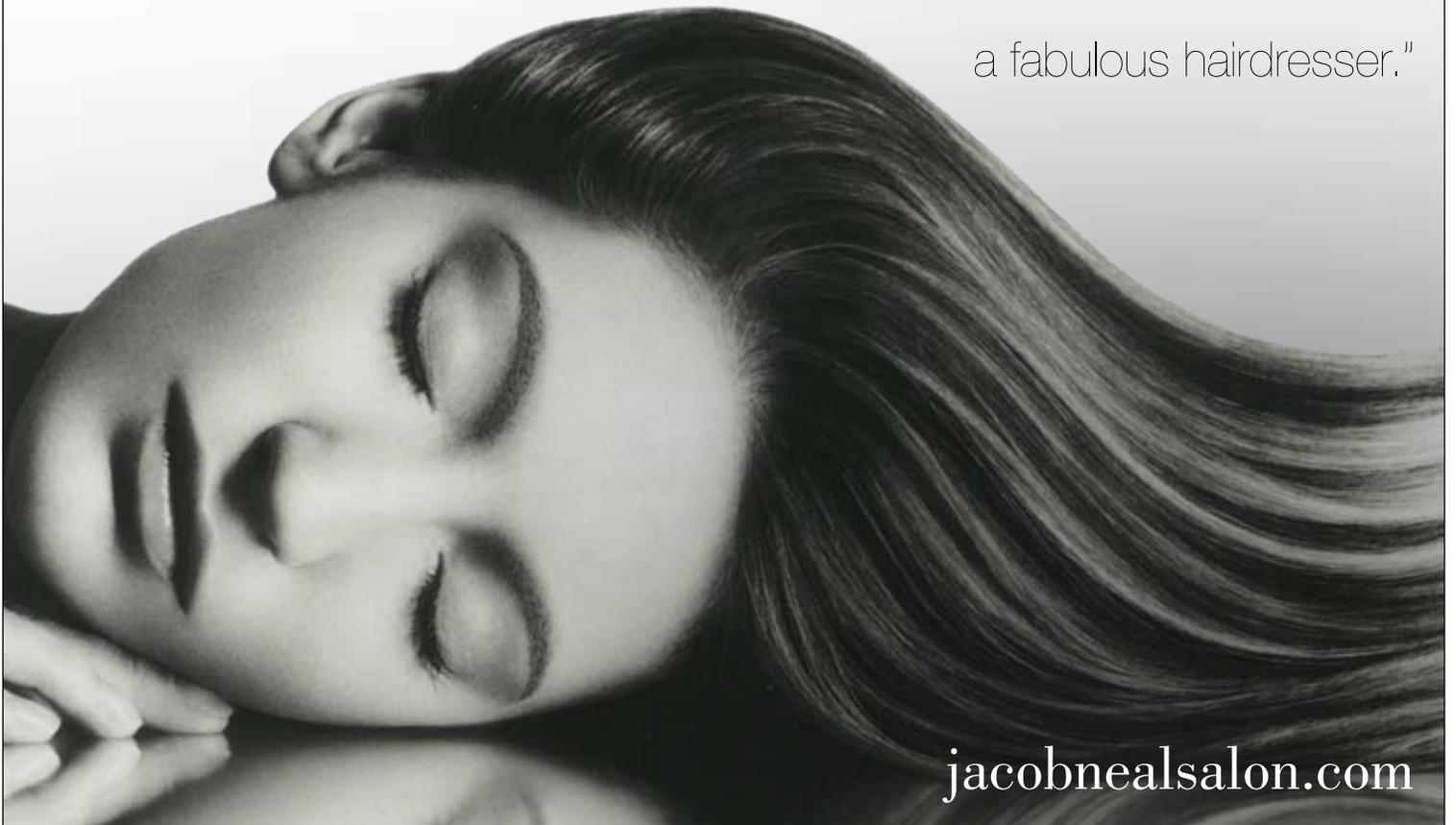
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Brad and Robbie in William Rast Jeans
Danny in Rock-n-Republic Jeans



million per team. Teams like Manchester don't have salary caps and they are netting \$30 billion a year. A top player like John Terry for Chelsea is making 210,000 pounds per week. Steve Gerald is making 320,000 pounds per week and you double that to get American dollars. And that's also without their contracts from companies. Right now, the reigning player of the year, Cristiano Ronaldo is going to be paid 70 millions euros.

“Our salary cap is \$2.3 million per team. Teams like Manchester don't have salary caps and they are netting \$30 billion a year.”
~Brad Evans

Robbie: I agree with these guys. Being in Holland and overseas, you see all the work they put into the youth, but I think the US has to get better at working on the fundamental skills. The US has the freak athletes and when Americans are over in Europe, the clubs always love their attitude. So we need to get better at the fundamentals, but we are ahead of other countries with our attitude and spirit and athleticism. And for the league, I

can't really say it is kickball. I don't think it is any different than other places. With so many different people from different places, the US style has so many different cultures. I think it is an enjoyable league to watch. The playing conditions are not the greatest, but it is only going to get better.

C: Based on where you came from, where you currently are and where you imagine yourself going, how is Columbus doing as a community to initiate a quicker success? Do you think we are doing enough to nurture the soccer impact?

Brad: I think the first huge step was Brad Friedel's Academy, which is like a Bradenton Academy and they bring players from all over the place and house them and play soccer 24/7. Some of the players there are 15-years-old and they are already getting offers from clubs overseas. If the MLS can finagle their way in there, then they can get their hands on some talented youth. That is the most important thing—the youth.

C: What about the community?

Robbie: I think the stadium is a great soccer stadium. I don't think there have been any improvements besides the stage, but that really isn't a soccer improvement. Maybe they could put a roof over so when it rains, the fans (which are soccer moms and dads) and young kids can come and watch and enjoy the sport even when it's cold out. Even at the little clubs in Holland, playing fields have heated grass so that the snow doesn't stay on the grass. They have heaters and roofs for the fans.

Danny: Just being from Columbus I have been

through the whole process. I think obviously this is Buckeye country, and there's nothing wrong with that. I am a huge Buckeye fan, but I think we need to tap into the fan bases. I feel like they think we are trying to take fans away from them, but it is a different type of sport and we need to get out there in the community and grow as a sport. In respect to the stadium, it's great that we were the first stadium, but it is like “what have you done for me lately.” It's a tough business because you have to make money in order to do stuff and you are fighting every year to break even. But they are trying to put in a new state-of-the-art training facility, so once we get that, it will be great. At the end of the day, it comes down to the athletes and we have to perform on the field. If you perform like we did this year, then you get the fans and you get new people coming out.

C: Compared to all other athletes in the world, do you think there is a more utilitarian skilled athlete other than a pro soccer player?

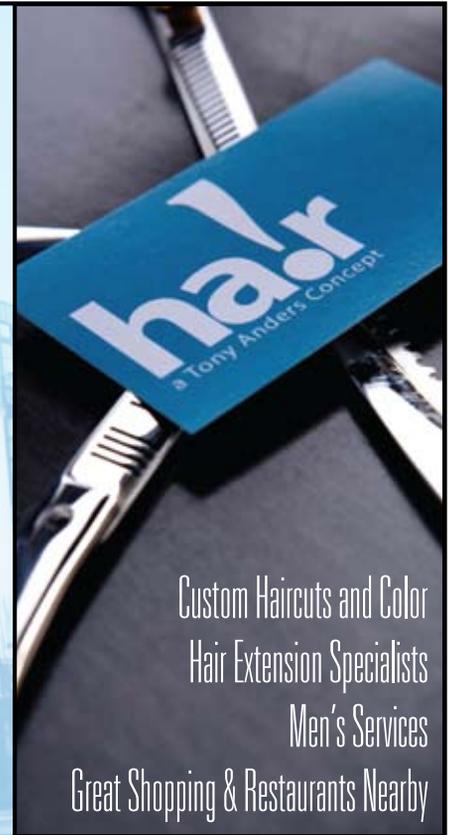
Danny: I think that is the best thing about watching any kind of sport—appreciating what the player can do. You know, I can't throw a fast-ball or tackle someone coming at me. For us, it is doing what we do for 90 minutes. We have a 10-minute break in the middle, but you are constantly running and are being called to do a sprint, a jump and then sprint again. It is mentally and physically challenging.

Brad: Obviously, I am biased, but I feel my body can go though a triathlon. I can swim, run or bike. I'm not knocking football or basketball, but I don't think a 7-foot guy can do the things that I can do.

Robbie: I have played baseball, football, surfed,



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snowboarded and done Judo. I don't tell that to many people because either they don't believe me, or they just laugh at me. I started doing Judo when I was five; my sisters have won seven or eight national championships. You travel around the entire country for the tournaments, so before I was 13, I had gone to almost every state. I went to my first national championship when I was eight. I won the triple-crown. I won "Junior Player of the Year" when I was 12. And the most challenging for me was always soccer, because you have to do everything and also do it for 90 minutes and you don't get a break mentally. And even then you start thinking about how you could do better and help your teammates out.

Danny: When it comes down to it, soccer players have to think on the go. In baseball, basketball and football, you have plays. In soccer, it's the split second decisions that can make or break a game. You can stop and direct players as you go. I think that is what makes it the world's game.

Robbie: We don't mean to disrespect any professional athletes. I remember when I played baseball and my coach would tell me to just step in front of the ball so that I could just steal bases. That might be a big reason why I hate baseball.

Danny: I used to do that, too!

Brad: The biggest thing is that you are doing everything with your feet. Every other sport is connected with your hands.

Brad: Danny, what is your favorite movie?

Danny: *Boondock Saints*.

Brad: And the most recent CD you bought?

Danny: Radiohead "In Rainbows." What about you, Robbie?

Robbie: I don't buy CDs. I just steal music from friends and put it on my iPod. My playlist has Interpol, Mars Volta and Muse.

Danny: Where are you going on vacation?

Robbie: China.

Brad: Back to Irvine.

Danny: Can I come with you?

Brad: Absolutely not!

C: Biggest pet peeves?

Danny: Awful Ohio drivers.

Brad: Ugg boots and skirts.

Robbie: Jean jackets... which I was almost forced to wear in our photo shoot!

C: What fires you up?

Danny: When people aren't courteous.

Brad: People in general. Most people make me really mad. I waved to a lady that lives in our apartment complex and she didn't say "hi" back. It made me so mad.

Robbie: When I play bad and Ohio cops with their radar guns everywhere when there are so many other things they should be doing. I got a ticket for getting over too late!

C: You are walking down death row, what is your last meal?

Brad: Green chili burrito enchilada style with green sauce from Burrito Company.

Danny: Hyde Park steak.

Robbie: Sushi, soft taco, some popcorn and a

chocolate peanut butter milk shake from Graeter's.

C: If you weren't playing soccer, what would you be doing?

Danny: I would be in med school. I was a bio-chem major.

Robbie: Danny doesn't look like it, but he is actually really smart. I would be in school. I would be a senior. My parents were lawyers, so I would try to work for my dad.

Brad: I love animals, something to do with that. Maybe working at a zoo or be a vet. No way would I have a desk!

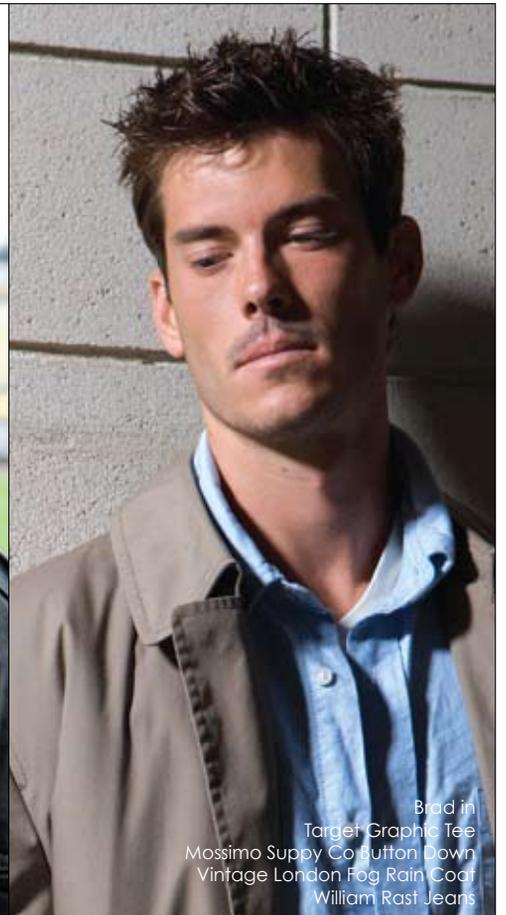
C: If there was a TV show about each of you, what would it be and what would be its name?

Robbie: Danny's would be a meathead show with him lifting weights and doing yoga all the time. It would be an infomercial selling stuff. I would name it something like *Meathead Express*.

Danny: I really can't argue with that. Brad's show would be like *The Truman Show*, with nothing going on with it. It would be called *Are You Seriously Watching this Right Now?*

Brad: Robbie's would be like watching the Kardashian house—big family, big house, lots of spending money. I would name it *Keeping up with the Hamptons*.

Robbie: My middle name is Hampton, so everyone gives me a hard time for that! I'm not really that rich, so don't get too excited.



Brad in
Target Graphic Tee
Mossimo Supply Co Button Down
Vintage London Fog Rain Coat
William Rasi Jeans

you+beauty



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The Fare

how to dine



Fresh Catch

Ocean Club

4002 Easton STA, Columbus, OH 43219-6080 614-416-2582

When did they start putting the fancy restaurants at the mall? Used to be, you had to choose from something at the food court or go somewhere else. Now, malls all over the country are leasing some serious frontage to highbrow joints of all manners. Easton is a great example. There's top-shelf everything out there – from fish to fried rice to fondue. Let us, for the purposes of this feature, concentrate on the fish.

There are lots of ways to get inside the giant crystal cathedral in the middle of Easton Towne Centre™. The one by the Gap is the entrance we're going to be referring to. We would tell you compass points, but we get so turned around at Easton. We're sure you do too. Everybody knows where the Gap is, though. So, upon entering the giant crystal cathedral in the center of Easton Towne Centre™,

one must simply proceed past the Gap and up the stairs or escalator and into the Ocean Club for some of the fanciest fish available in the Columbus metropolitan area. Don't worry, it isn't a real club (like the kind with members). It's a Cameron Mitchell joint. Everyone is welcome. No fees.

The first noticeable thing about the newly remodeled Ocean Club is that they probably could charge a membership fee. It has a very classy, well-thought-out ambience. It has the vibe of a place where you can slip the right waiter a fifty and have him return with a Partagas #10 – Cuban, of course. It's the kind of place where the old fashioned comes in a giant tumbler that weighs in at close to a pound. When you get up from the bar to go to the table, someone grabs all your drinks and meets you there. It's that kind of class.

The patio is most assuredly the place to dine for these few months in which it is appropriate to dine on a patio. The breeze is nice, the people watching is superlative and the food is exactly the same stuff they serve inside. So is the wine.

Starters at Ocean Club excel. It seems a somewhat unlikely pairing, what with one constituent being from deep beneath the sea and the other the defining commodity of the landlocked Midwest, but crab and corn go better together than either love and marriage or a horse and carriage. The jumbo lump crab cakes with sweet corn cream are the most adroit exemplars of that phenomenon. They are complemented nicely by a crispy, fresh and well-chilled white – maybe something with a hint of grapefruit: New Zealand Sauvignon Blanc. Coincidentally, that same wine will explode

(figuratively) on the palate when it chases the last remnants of sweet chili and calamari away. It could even get through the “surf” part of Ocean Club's “Surf and Turf.” The pan-seared diver scallop is an essential constituent on the highbrow menu these days, because it is so danged delicious. When Ocean Club pairs a couple of them with some tender, pulled, braised short-ribs, they just slay. The only issue is that they are a little much for the white wine.

There are plenty of completely red-friendly ways to start a meal at Ocean Club as well. The wedge salad has smoked bacon, pungent blue cheese, and buttermilk and cabernet in the dressing. It could handle a giant red, or fare just as well with a medium-bodied one. Of course, there are plenty of options on Ocean Club's list that could cover the “Surf and Turf,”

Story | John Davis
Photography | Eric Wagner

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the wedge and even the chopped salad and the prime beef carpaccio. If you must, do it backwards. Have a nice bottle of big juicy red with the appetizers and move to a white with the meal.

Everything on the regular dinner menu is white friendly with the exception of the short rib osso buco with horseradish mashed potatoes and the more traditional steaks. We must assume that they were added because we are in Ohio and there is a bylaw somewhere in the annals of our great state's legislative history mandating that every vendor of food or food-like products offer at least one form of meat. The short rib osso buco, however, is good enough to merit getting an entire bottle of a giant, stemmy, juicy red just to drink with it. The White Oak Cabernet comes to mind first thing. The huge berry fruit shines through right before the tannic assault of broken twigs and crushed seeds, which then mellows to a soft, velvety finish. It is the perfect way to rinse the remnants of tender, fork-cut short rib and smooth and tangy potato from an already delighted palate. Push the rib and the red to the side when you are through, and be sure not to fill up.

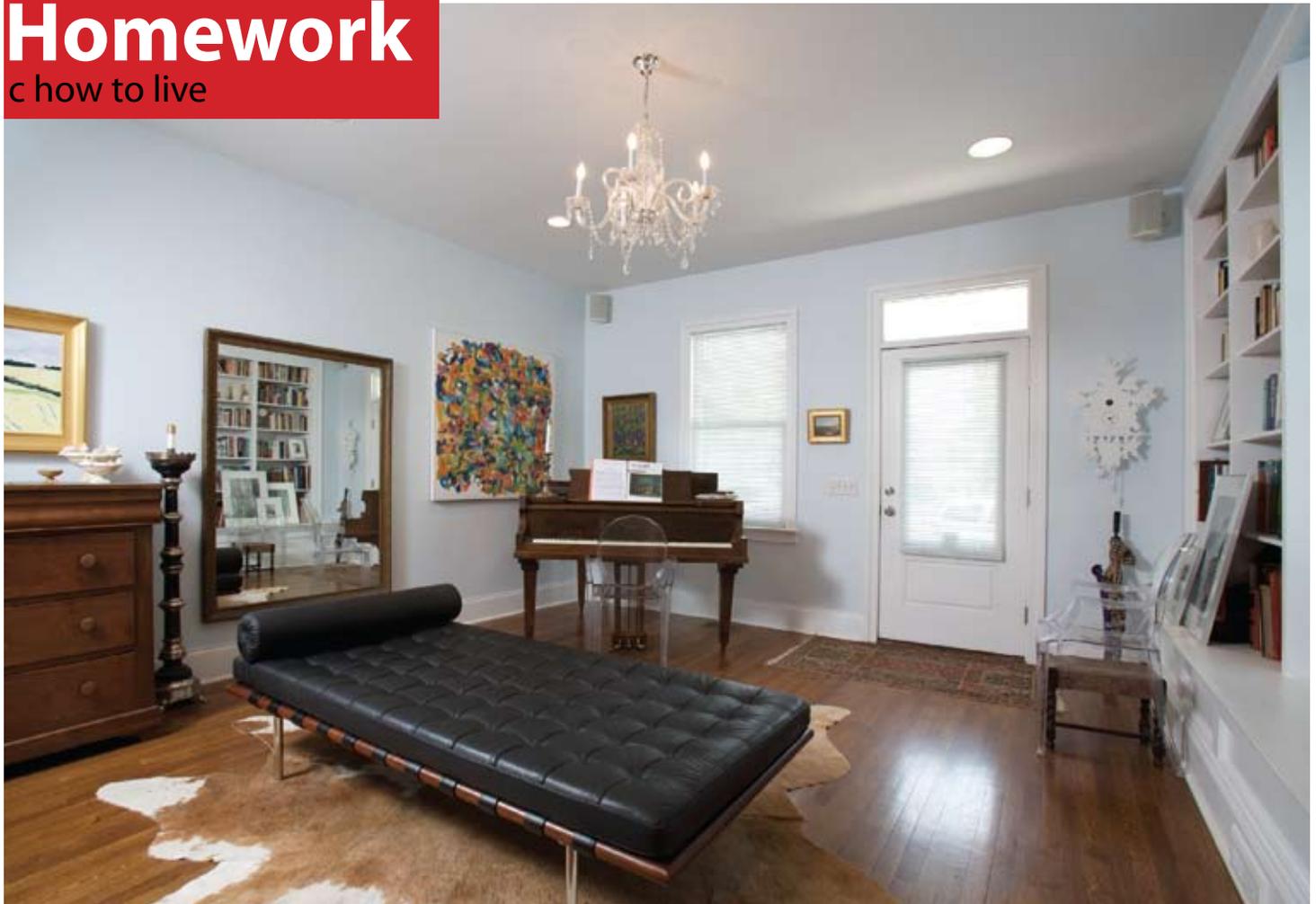
The white-friendly fishes on the menu at Ocean Club are the reason for its name, so it's safe to assume that they are always of the highest quality. Only a fool would name his restaurant Ocean

Club and serve cruddy seafood, and Cameron Mitchell ain't no fool. Even the salmon, which is traditionally known to be a pronouncedly fishy tasting creature has none of the sharp and acrid fishiness that gives it its reputation. It is robust and delicious and just screaming to be eaten with a bottle of California Chardonnay or full-bodied white. The soy butter sauce presents a bit of a challenge for some of the crisper and lighter-bodied varietals. But, if a Sauvignon Blanc or something like an Albarino is what you are in the mood for, try the trout, the snapper, the scallops, the sea bass, the Mahi, the halibut, the crab legs, the lobster tail or the chicken. None will disappoint.

What might leave you a little disappointed would be skipping dessert. The stuff is just ridiculously tasty – and giant, as seems to be in vogue with desserts these days. If you didn't drink the entire bottle of jammy red with the osso buco, drink some of it with chocolate. If you did, drink the rest of the California Chardonnay with some fruit. If you are out of wine altogether, have the attentive, courteous and knowledgeable server bring you a cup of coffee, maybe a tawny port and a heavenly slice of their baked Alaskan. You need something to sip while eating sweets and you don't want to rush the process at Ocean Club.

Homework

How to live



Hidden Treasure

Italian Village

Story | Michael Scott
Photography | Eric Wagner

While there are a great many things to like about living in a city the size of Columbus, one of its best attributes is undoubtedly the fact that there's always something new to discover. Maybe you find yourself on a constant quest for the city's newest restaurant or maybe staying abreast of the latest fashions at the city's newest retail boutique is more your speed—or maybe you just like to keep your jogging routine fresh by mapping out routes that take you in all different directions. But no matter which of the aforementioned scenarios most closely matches your pleasure, there's no denying this city has a lot to offer.

This month, we had the pleasure of discovering a true urban oasis that until recently was completely off our radar. And while it's been our general experience that the phrase "urban oasis" is often used more as a marketing tool than as an accurate property description, we are pleased to report that we found an actual hidden gem of a home. The property, which is located just a mere block away from the Short North strip in the heart of Italian Village, almost seems out of

place considering it's so close to the hustle and bustle of one of the city's most thriving shopping districts. "The fact that I'm a block off of High Street is amazing," says the owner. "It's amazingly quiet. If someone drives by the house, it's either because I'm expecting company or because they're delivering the mail."

Aside from the peaceful environment, what may be even more impressive about the property is how it has evolved over the last few years. Just three short years ago, the only tenants that this month's showcase property (and the property next door) could accommodate were raccoons and possums. And though the structure wasn't officially condemned, the project was such a challenge that owner personally served as general contractor for the renovation project, which included demolishing the back end of the house for a new addition and putting on a new roof. With the major projects well under way, the house was then gutted to the studs which allowed for upgraded mechanicals like new pipes, wiring, sound system and HVAC system in addition to all new windows.



The home's pristine exterior has great curb appeal



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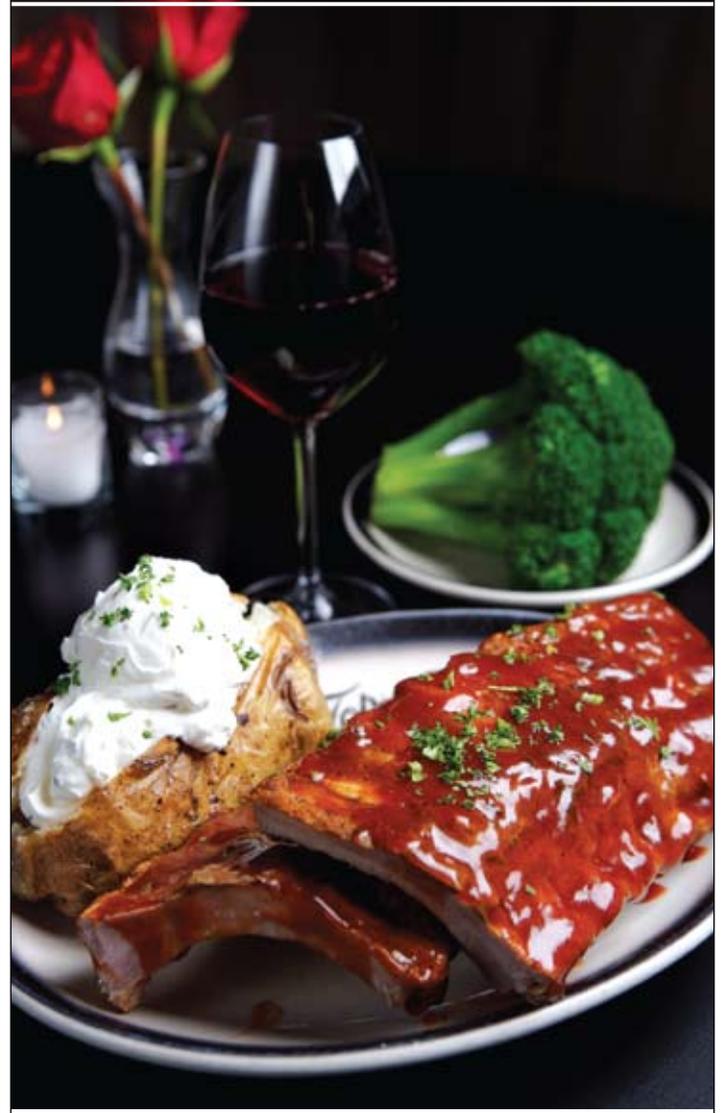
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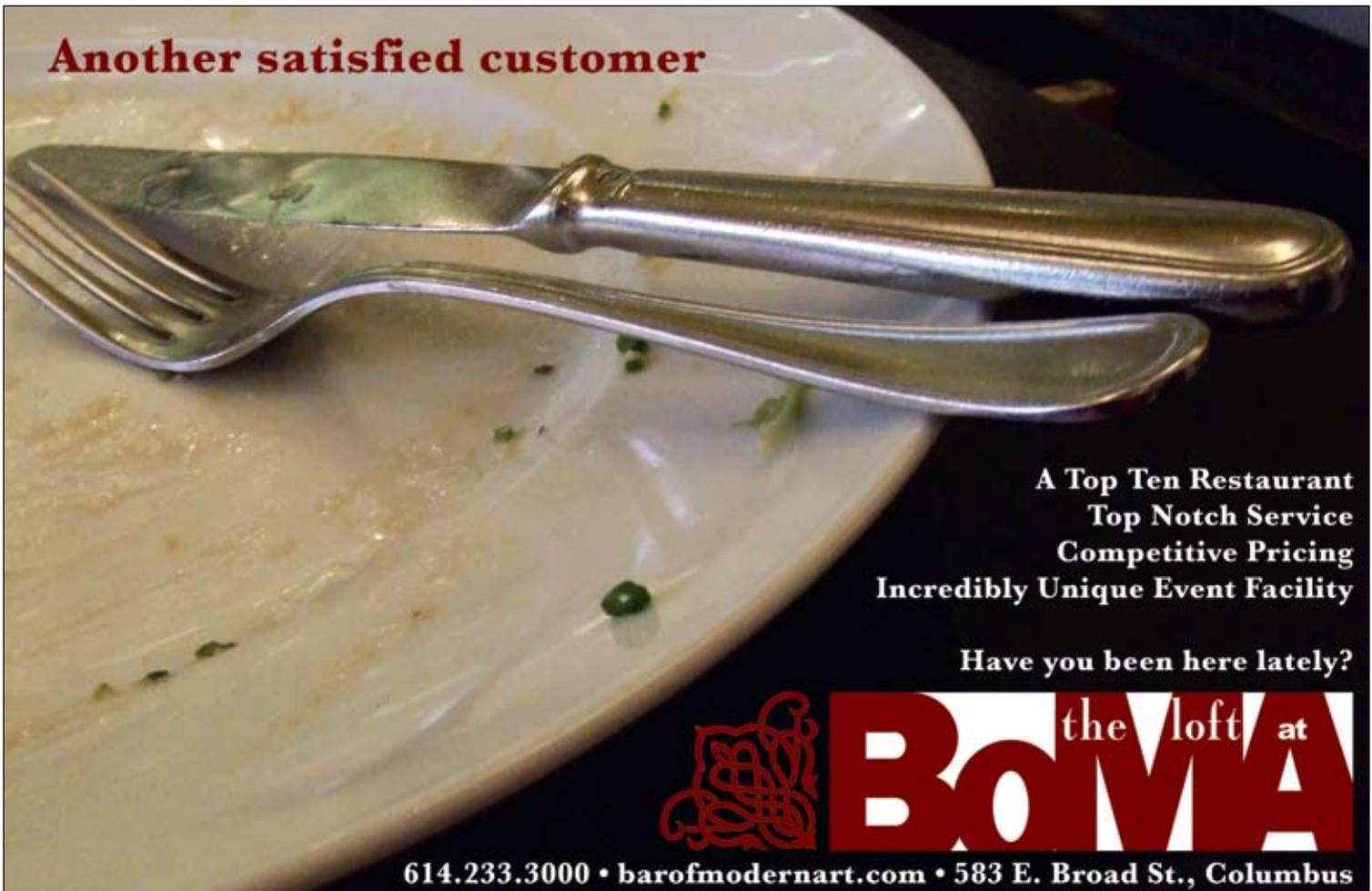
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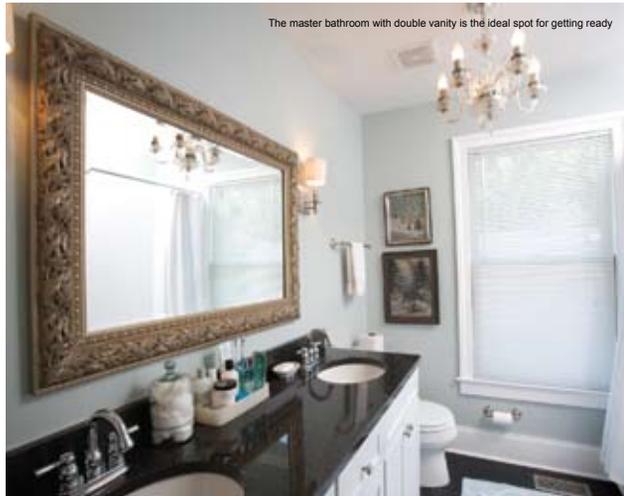
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The renovated kitchen is loaded with modern touches and plenty of storage



The oversized master bedroom provides plenty of space for relaxation



The master bathroom with double vanity is the ideal spot for getting ready

The new addition (which added a dining room and half bath to the first level and a bedroom and full-bath to the second level) then left the owner with a space of roughly 1,400 sq. ft. to decorate and turn into a home. Operating under the mantra that “small is the new big,” the home’s 2 bedroom / 1.5 bath interior was designed to maximize the livable space while still creating plenty of room for storage. Upon entry, you’re immediately in the home’s living room, and are able to admire the new hardwood flooring (which extends into both the kitchen and dining room) and a full wall of custom-made, built-in bookshelves. Creating separation between the living room and kitchen is a decorative, non-working fireplace with marble hearth.

Moving into the kitchen, the design includes a nook with a built-in desk for home office use and plenty of storage thanks to new cabinetry, an oversized island and a full pantry. The modern touches include black granite countertops, stainless steel appliances and upgraded vintage and designer lighting. The space also has an open floor plan that flows into the new dining space at the back of the house. Directly beneath the dining room table is a cleverly hidden trapdoor that gives access to a crawl space that leads to the home’s furnace, and guests are sure to be wowed by the unique vintage marble sink in the half bath.

Up the stairs and on the second floor are both of the home’s spacious bedrooms, the laundry area and a double vanity master bath. The “backyard” is actually more of a Zen-like, fenced-in garden with brick paved patio. In fact, think of it as the perfect outdoor spot for a small gathering or for an intimate meal. This outdoor space is rivaled only by the home’s beautifully restored front porch, which looks to be professionally landscaped and is big enough for entertaining much larger groups.

From start to finish, the renovation project was completed in roughly 5 months. Due to his considerable efforts, the owner even won the “Most Improved Property Award” from the Italian Village Society in 2006. And now that the space is move-in ready, realtor Bradley Weatherford feels the property is perfect for the hip urbanite who doesn’t want to share hallways, elevators and walls. “This home will appeal to those who want to live in heart of it all,” he said, “and definitely to someone who feels ‘less is more.’”

For more information including pricing, please contact Bradley Weatherford at 614.297.8600 Ext. 115 or visit bradleyweatherford.com.

Drop Point

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Money Talks

Sterling, the private wealth and family office counsel business of National City, kicked off its expansion into Columbus at Hyde Park Prime Steakhouse on Thursday June 5th. Guests were introduced to the Sterling Columbus team during a private wine tasting, featuring fine Italian wines. Sterling provides integrated wealth management to an ultra high net worth clientele.



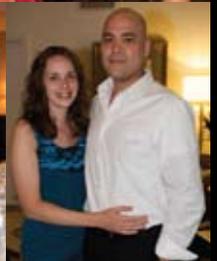
Find the Bunny

On Wednesday, June 18th, BoMA hosted Jason Dhir's "Playboy After Party" for the Columbus contestants who auditioned for Playboy's 55th Anniversary Playmate's Centerfold. The evening featured a live Playmate photo shoot on the BoMA stage with fashion photographer Amir Marandi and a runway show featuring the new "Hot Mom Mafia" fashion line by Columbus' own Playmate Beth Fithen. Three Olives Vodka, Metabaderm and Big Dog Motorcycles sponsored the event.



Perfect Pairings

Superior Beverage Group and MillerCoors Brewing Company hosted a dinner featuring courses paired with their portfolio of beers on Thursday, June 19th at High Street Grill. The evening was filled with educational pieces presented by Ryan Johnson and Lindsey Schmitt of the MillerCoors Brewing Company Import and Craft Division and featured the skills of Wilhelm Novak, Executive Chef of the High Street Grill.





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Just do IT

Spice Bar was the location of choice on Thursday, June 26th for some of the best and brightest in the local work force. The evening marked the first ever IT Martini Hour, an event created by the start-up of the same name, and with the purpose of connecting IT professionals in central Ohio. The festivities included keynote speaker Bruce Barnes, demos of products built here in Columbus and refreshments.



An Affair to Remember

Sugar Bar in the Arena District was the location of choice for the "Summer Hair Affair" on Friday, July 18th. This total fashion experience included 6 fashion shows, live music and a live on-site photo shoot. Hair, make-up and open bar came courtesy of Tony Anders and Ha'r Salon of Grandview while clothing and fashions were provided by several local boutiques. All door proceeds benefited the Muscular Dystrophy Association and the Columbus Coalition Against Family Violence.



Ride 23

How they ride

2000 Model 379 Peterbilt

Owned by Steve Thackara

Photography | Eric Wagner



I was a trucker for over 20 years where I drove no-frill company trucks. I always admired stretched-out west coast Peterbilts, so after I left trucking about 15 years later, I decided to buy one. I flew out to Tulsa, Oklahoma where I purchased a 2000 Model 379 Pete. Over the next several months, with the help of Chase McMillen Fabrication, I transformed the truck from a freight-hauler to a tailgating, motorcycle hauling RV party truck. Since completion of my Pete, I've taken it to shows, tailgated at the OSU Championship game in Phoenix, Arizona, driven it in parades, and provided it for various photo shoots.

Some of the work consisted of removing the fifth wheel and extending the wheelbase; I also added two additional tandem fuel tanks – one of which serves as a beer cooler. Behind the sleeper, I added a diamond plate party deck. Some other items I added consisted of: an 18" dropped bumper, lower front end, full fiberglass rear fenders, stainless visor, 7" smokers, Sirius radio with custom popping sound system, round headlights, painted breathers, gun-cylinder brake pulls, rat shifter, blue LED visor dash lights, pullout hidden bike ramp, flat screen TV, and a train horn. This truck has an old-school design with a "less is more" perspective.

I took my Peterbilt to the "Chrome Shop Mafia" in Joplin, Missouri where they added the LED lights and the 18" drop bumper. While I was there, they took photos of my large car which can be seen on their website. It's also posted on the "Bubba the Love Sponge" website out of Tampa, Florida.



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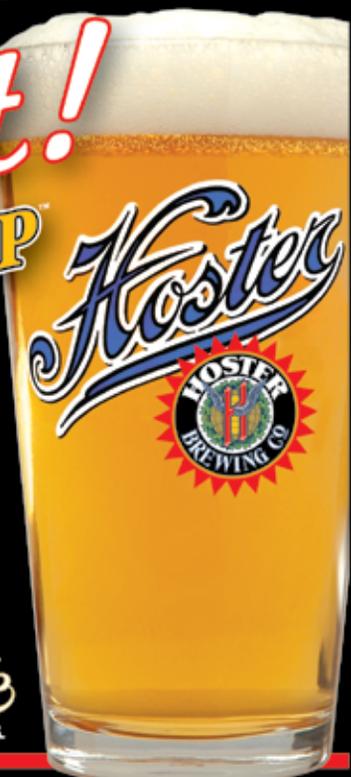


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The Bright Side Flotation Walls

Story | Cary Smith
Photo | Eric Wagner

At first glance, Flotation Walls might appear to be the gimmicky cousin of Devo. Visually, the band's yellow and black attire isn't all that far from an orange jumpsuit. Musically, the beautiful layers of string arrangements and angelic choral orchestrations that are the core to FW's sound are a far cry from new wave robotic rock. The only thing they might share in common is a synthesizer.

"The yellow shirts were kind of a reaction to people wearing black every day, almost like a uniform," says vocalist and guitarist Carlos Avendano. "Now, it's something that brings us all together on stage as a group—and, of course, it's just kind of fun."

Flotation Walls was founded as an experimental electronic group in 1996 by Avendano, but started evolving into what they are today around 2004. Through mutual friends, Avendano met keyboard player Anna Wuerth, bassist Zak Moses and Ryan Stolte-Sawa, who plays violin, keyboards and guitar. Drummer Luke Brevoort, who was a

fan of the band, joined up later after he liked the sound and brand of music the band was going for.

"I try to stay away from the typical indie rock guitar sound as much as possible," says Avendano. "We try to put in something else in situations where you would typically put a guitar. Maybe some strings, maybe a tuba, just something different," he said.

Their forthcoming album, *Nature*, which the band has been working on for about three years, is filled with layers upon layers of epic sounds. Behind the vocals of Avendano and the strings and keys, is a choir of backing vocals that are not easy to duplicate live. "We encourage the audience to sing those parts at the live show," says Stolte-Sawa. "We like to think of them as our choir."

For more information on Flotation Walls go to www.flotationwalls.com

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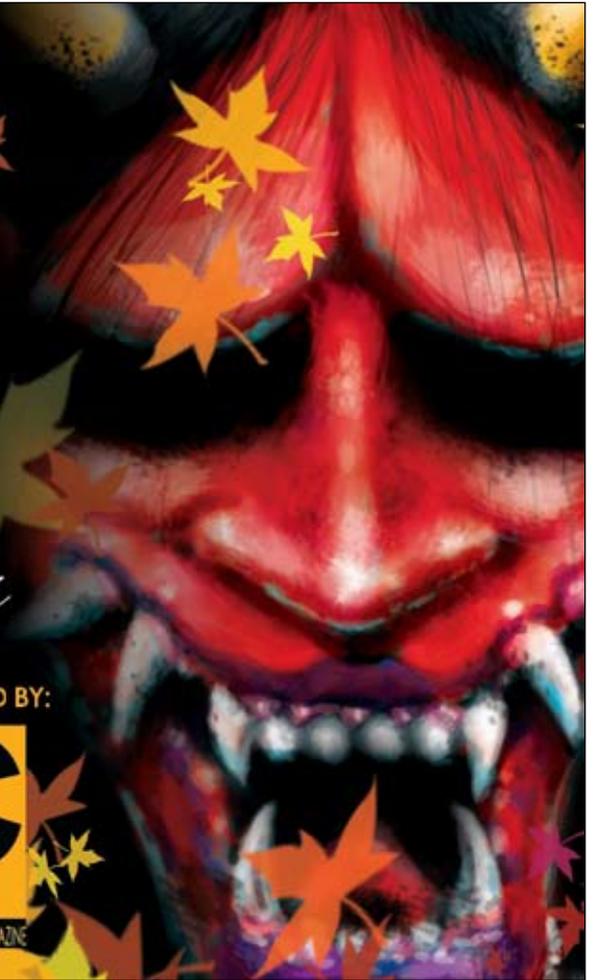
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Final Word

c who's who



Great Taste

Ryan Johnson

Story | Jason E. Ohlson & Johnny Davis
Photo | Eric Wagner

Once a month, *C Magazine* interviews a prominent Columbus figure to discuss why he or she wakes up in the morning. This month, we chatted with Ryan Johnson, beer braniac and United States Trade Brewer for MillerCoors' Import & Craft Brands.

C Magazine: Can you explain basic zymurgy to the layperson?
Ryan Johnson: Zymurgy is the study of fermentation science. Simply put, give the organism what it needs in the fermenter and it will give the brewer what we need in the bottle.

C Magazine: What is the best beer in the world?
Johnson: The best beer in the world, many would argue, is Westvleteren 12 or even Three Floyds Dark Lord. However, it is not the beer that defines itself; it is the occasion in which we enjoy it that relates its intrinsic beauty.

C Magazine: Just exactly how much beer does one brewery make in a day?
Johnson: That range can vary from gallons to 5000+ barrels depending on the brewery.

C Magazine: What beer would you drink with seared foie gras and peaches?
Johnson: I would find a brilliant complement with a Peche

Lambic or perhaps something with some malt backbone to support the intensity of flavor with a nice effervescent carbonation to cleanse the palate of the complex fats and oils.

C Magazine: Tell us a "...walks into a bar" joke.
Johnson: Two wine guys walk into a bar, the beer guy ducks.

C Magazine: Do you make beer at home?
Johnson: I currently do not, due to my insurance company not being fond of large flames. However, I plan to start it up again soon when I move.

C Magazine: Why do sports and beer go so well together?
Johnson: Because without either of them we cease to exist.

C Magazine: Which American literary figure drank more beer: Bukowski or Hemingway?
Johnson: I have a feeling that Chuck would show Big E a few things about drinking.

C Magazine: Name three things for which beer sponsorship would be completely inappropriate.
Johnson: Stunt piloting, hunting and jarts.

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