

HERMOSA BEACH EDUCATION FOUNDATION

presents

# hearts<sup>of</sup> hermosa

Saturday, March 25

6pm - 11pm

HERMOSA BEACH COMMUNITY CENTER  
710 PIER AVENUE in HERMOSA BEACH

*Après-skiing is believing!*





# Welcome!

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# Tickets

[HOH2023.GIVESMART.COM](https://HOH2023.GIVESMART.COM)

the **SKI LIFT PASS** \$200  
admits one

the **GONDOLA PASS** \$250  
all-access pass for one, including after-party

## SKIP THE LINES ON MARCH 25...

Pick up your passes early in front of school on the following days:

**VALLEY:** Wednesday, March 22, 8:00–9:00AM

**VISTA:** Thursday, March 23, 8:00–9:00AM

**VIEW:** Friday, March 24, 8:00–9:00AM

## DO WE NEED OUR PASSES TO GET IN?

**YES, you must have your pass to enter Hearts of Hermosa!**

Passes will be on hand at the party entrance if you do not collect yours in advance.



## Can't make the Hearts gala?

If you're unable to attend **Hearts of Hermosa** this year, please consider helping a beloved member of our school district attend by purchasing a **TEACHER TICKET**. And you are eligible to receive a 100% tax deduction!

Visit [HOH2023.GIVESMART.COM](https://HOH2023.GIVESMART.COM) to buy.







# Hearts of Hermosa

**Hearts of Hermosa** is the signature annual fundraiser for the Hermosa Beach Education Foundation, and 2023 marks our 27th year!

**Hearts of Hermosa** is a community treasure that gathers parents and community members to celebrate our best little beach schools. Talk about a community effort! All of the food, drinks, and auction items are generously donated by local restaurants, bars, businesses, and parents—and all of the party planners are parent volunteers!

Also contributing to the effort: The HVS teachers and staff who offer unique **TEACHER EXPERIENCES** at our auction, the docents who showcase collective student talent with **YOUNG AT ART PROJECTS**, and the parents and local businesses hosting our ever popular **FLASH PARTIES**. Everyone pitches in for this beloved event to raise money to keep our public school system strong and academically rich in course offerings.

**Hearts of Hermosa** raises money through business sponsorships, ticket sales to the gala, and the auction. Net revenue benefits our TK–8th grade student population and goes toward HBEF-supported programs such as: counselors, librarians, STEM & music instruction, middle school electives, and class size reduction.

## History of Hearts

On February 14, 1996, approximately 50 parents gathered for a Valentine's Day dinner fundraiser to benefit Hermosa Beach schools. **Hearts of Hermosa**, as it was called, was the beginning of what became our Hermosa Beach Education Foundation. This dedicated group of parents and community members recognized the need to address the funding gap in our schools and ignited a passion in this community for a strong public school district.

That mission is as important today as it was then:

**The best investment we can make is in our children's education.**

### The Hearts of Hermosa Après-Ski Team

JENNIE ALBERTS • KATIE BALL • ALISON CHAVEZ • DENI MILESKE • SHAHEDA SADHAL • ERIN SMITH

We had so much fun planning this wintery celebration. We hope you enjoy this evening surrounded by all the friends, parents, staff, and neighbors that make this community the gem that it is.

# Agenda

**SATURDAY, MARCH 25, 2023**

**6:00 PM**

**CHALET OPENS**

*enjoy delicious offerings from  
your favorite restaurants & bars*

**8:30 PM**

**DJ & DANCING**

**9:45 PM**

**AUCTION CLOSES**

**10:30 PM**

**LAST LIFT**

*last call!*

**11:00 PM**

**CHALET CLOSES**

*auction items available for pickup*

**AFTER-PARTY at FOX & FARROW**

*must have a GONDOLA pass for entry*





# Thank you to our Auction Donors

A Bark Idea  
Jennie Alberts  
Amaloo  
Analina Rossi Jewelry  
Vezna Andrews  
ArtZone  
AWE Chiropractic  
Baran's 2239  
Barry's South Bay  
Nancy Bartolo  
BeachLife Festival  
BeachSports  
Surf & Beach Camps  
BOA Steakhouse  
Bo Bridges Gallery  
The Brennan Family  
Michelle & Dave Bradin  
Jason Cantelli  
Camp Awesome  
Camp Surf  
Russell Carlisle  
ColorCode Paint  
& Powder Coating  
Casner Construction  
City of Hermosa Beach,  
Community Resources  
Concierge Mobile  
Animal Hospital  
Family Theatre Inc.  
Fulbright Dental  
Garage 77  
Gimlen Orthodontics  
The Good Patch  
Gray Whale Gin

Donald Green  
Alyssa & Matt Greene  
Hermosa Beach City  
School District  
Hermosa Beach  
Little League  
Hermosa Beach  
Police Department  
Michael Hernandez  
Andi Heryanto  
Indivisible Arts  
J Lee Taekwondo Center  
Jennifer Faulk  
Photography  
JLynn Jewelry  
Kate Lester Home  
Lalicious  
Janessa Leoné  
Derek Levy  
Life is Hermosa  
The Magic Castle  
Maison Luxe  
Mikell Coiffure Salon  
Mike's Guitar Parlor  
The Mileski Family  
Miss Bee's Tutoring  
Marsh Mokhtari  
Monarch Beach Resort  
N2 Aesthetics  
Dave & Sonya Oliver  
Oxy Performance  
Pacific Coast Gallery  
Pier Medical Aesthetics  
Pacific Skies Aviation  
Barbara Pomykalski

Practical Magic  
Apothecary  
Rachel Thomas  
Independent Wine Consultant  
Scout & Cellar  
Eddie & Lauren Romero  
Moin Salah &  
Cathy Hwang  
Pete Sargent  
Sender One Climbing  
SEV Laser Aesthetics  
The Siegrist Family  
Snip-its Kids  
Hair Salon & Spa  
Soho Yoga  
Spyder Surf  
STAR EcoStation  
Steve & Kate's Camp  
Kirk Stewart  
Kristen & Michael Stewart  
Stretch Spot  
Summer Orthodontics  
Sushi Roku  
Rebecca Todd  
Tower 12  
The Tutor Boost  
Vanilla Bake Shop  
Vibrant Acupuncture  
Vitale Design Group  
Kashi Walmer  
Wolf & Shepherd  
Wolfpak Kustoms  
Kelley Wyly  
Yoga Loft

# Hearts of Hermosa Auction

**Hearts of Hermosa** online auction features a mix of products, services, and experiences, all donated by your fellow parents and local businesses. Even if you cannot attend the gala on March 25th, be sure to register so that you are eligible to participate in all auction activities.

**REGISTER: [HOH2023.GIVESMART.COM](https://HOH2023.GIVESMART.COM)**



Auction goes live **Monday, March 20th**, and closes at **9:45PM on Saturday, March 25th**.

**Everyone who is registered will receive a notification when the auction is live with a link to view and bid on auction items.**

Redemption for Auction will be **Sunday, March 26th, 9:00AM–12:00PM** at the Hermosa Beach Community Center parking lot.

## Special thanks to our Auction Teams

**Hearts of Hermosa** auction features more than products and experiences on which to bid. Everyone pitches in to round out our fundraising efforts.

**To all the parents and friends hosting FLASH PARTIES:**

HBEF salutes you! Thank you for keeping this oh-so-fun tradition alive.

**To our amazing HBCSD teachers and administrators:**

Thank you for being our children's champions, and for going above and beyond with unique **TEACHER EXPERIENCES**.

**To all the Young at Art docents and parent volunteers:**

Thank you for your efforts in creating show-stopping **YOUNG AT ART CLASSROOM PROJECTS** with our students.





# Flash Parties

Here today, gone tomorrow—these limited-capacity curated soirées are hosted by fellow parents and local businesses.

## HOW TO PURCHASE

**Hearts of Hermosa** ticket holders have an early window to purchase tickets to **FLASH PARTIES** before any unsold tickets open to all, when auction goes live. These are first-come, first-served events, and they do sell out!

### FLASH PARTIES FOR 2023

04/05 Wednesday	Brews Hall Comedy Night
04/20 Thursday	Sunset Yoga on the Beach
04/22 Saturday	Grow Charcuterie Board Night
04/28 Friday	Nosotros Mixology
05/04 Thursday	Power de Mayo
05/11 Thursday	Mom's Bunco Party
05/19 Friday	Barry's South Bay Fitness Class
05/20 Saturday	Aussie Sunset BBQ at Gum Tree
05/31 Wednesday	Mom's Medium Group Reading Party
06/03 Saturday	Kid's Beach Day Camp & Pizza
06/08 Thursday	Baliks' Italian Wine Experience
06/10 Saturday	Tacos & Suerte Tequila
06/17 Saturday	Pre-Father's Day Lawn Bowling

# Teacher Experiences

A kid favorite! The winning bid earns their child (plus a friend) a special after-school activity with their favorite teacher or staff member. Bidding is "blind," so only the winner is notified at close of auction.

## HOW TO SUBMIT YOUR BLIND BID

Everyone who is registered will receive notification when auction is live with links to all **TEACHER EXPERIENCES**. You may submit bids at any point during the week.

# Young at Art

These one-of-a-kind classroom art projects are a huge attraction—and the best part is the artists are our children!

## HOW TO BID ON YOUNG AT ART

New this year, **YOUNG AT ART PROJECTS** are open to all for online bidding. Everyone registered for the auction will receive notification with a link to the art on Friday, March 24, with a live preview show at RESIN Gallery, 5:30–8:00PM. Bidding will close Saturday, March 25, at 9:45PM.







## what to wear...

### APRÈS-SKI GLAM, LUMBERJACK CHIC? YOU DO YOU!

Sure to make an appearance in Chalet Hermosa:

Uggs • Shearling • Fair Isle • Beanies • Faux Fur • Leggings • Goggles  
Jumpsuits • Puffers • Scarves • Moon Boots ...and so much more!

**ATTIRE AWARDS WILL BE HANDED OUT!**







# Food + Beverage Providers

Our deepest gratitude to these wonderful local establishments for their generosity in donating all food and beverages for the gala!

- |                         |                  |                  |
|-------------------------|------------------|------------------|
| The Bottle Inn          | Hook & Plow      | Popachurro       |
| Brews Hall              | JaM Cellars      | Rock & Brews     |
| Gitana Café             | Martha's         | RYLA             |
| Gray Whale Gin          | Nosotros Tequila | The Slice & Pint |
| Hermosa Brewing Company | Paisanos Pizza   | Starbird Chicken |
| Hermosa Butcher Shop    | Palmilla         | Sugar Dayne      |
|                         | Petros           | Uncorked         |
|                         | Plough Wine      |                  |



And this year, we extend our special thanks to **FOX & FARROW** for hosting us late night at the Hearts of Hermosa after-party!

# Business Sponsors

HBEF celebrates our business sponsors which give life to Hearts of Hermosa!



Nolan Capital, Inc.



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# Special Acknowledgments

Many people and agencies are integral to Hearts of Hermosa.

We must begin by acknowledging the **CITY OF HERMOSA BEACH**, and in particular, **LISA NICHOLS, COMMUNITY RESOURCES MANAGER**, for continuing to grant HBEF the Hermosa Beach Community Center lot.

We also wish to extend thanks and gratitude to the **HERMOSA BEACH POLICE DEPARTMENT** and the **COUNTY OF LOS ANGELES FIRE DEPARTMENT**.

Last but not least, to all those who played a role in planning Hearts, thank you for your time, energy, and love for our community and schools!

**HBEF President**  
**ERIN SMITH**

**Planning Committee**  
**JENNIE ALBERTS**  
**KATIE BALL**  
**ALISON CHAVEZ**  
**DENI MILESKE**  
**SHAHEDA SADHAL**  
**ERIN SMITH**

**Registration & Ticketing**  
**LISA VARGAS GARDNER**

**Sponsorship**  
**MILENA MCCARTNEY**  
**PETER SPRAGG**

**Food & Beverage**  
**FAITH CASNER**  
**MEIKE KOENIG**  
**SHAHEDA SADHAL**

**Chalet Design**  
**LIQUID OAK PAINTING**

**Entertainment**  
**VOX DJ**

**Photography**  
**JENNIFER FAULK**

**Printing**  
**THE COPY SHOP**  
**MANHATTAN REPRO**

**Rentals**  
**PREMIERE PARTY RENTS**

**Security**  
**SECURITAS**

**Sound & Lighting**  
**G2 LIGHTING**

**Staffing**  
**TOMIKO MARTINEZ**

**Volunteers**  
**HERMOSA HERMANOS**

**Waste Management**  
**ATHENS SERVICES**

**Graphic Design**  
**DENI MILESKE**

**HOH Auction**  
**ELIZABETH DIAZ**  
**GRACE JUNG**  
**SERENA NARAMORE**  
**SUSAN ROSENTHAL**

**Flash Parties**  
**JANE MANCUSO**  
**ERIN MCMURRAY**

**Teacher Experiences**  
**LAURA LIVINGSTON**  
**BECKY SCHOLTEN**

**Young at Art**  
**SHAYN FERRIOLO**  
**ALLISON SHANKS**







## HERMOSA BEACH

### EDUCATION FOUNDATION

**Investing in our children's education is the greatest investment we can make as a community.  
The goal of HBEF is to provide the funding to create a superior learning environment  
for every child to meet their potential, to expand their horizons,  
and to develop the tools to become our next generation's problem solvers.**

**donate today at [hbef.org](https://hbef.org)**

