



ARTICLES | BUSINESS NEWS | COLUMNISTS | JOB POSTINGS | CLASSIFIED ADS | AIRPARK DIRECTORY | HOME

BUSINESS NEWS

- ▶ [Fans Welcome Back DeMaria at Heirloom](#)
- ▶ [Design Your Own at Indulge Burgers & More](#)
- ▶ [A Step in the Right Direction](#)
- ▶ [Kennedy Wilson's Rhett Winchell on the Artesia Auction and the "New Normal"](#)
- ▶ [Interior Design Comes Alive at The Workroom](#)

Fans Welcome Back DeMaria at Heirloom

Date: 2009-03-31

Company: Heirloom
Address: 20775 N. Pima Road
Phone: Phone: (480) 515-2575
Website: www.michaelscateringusa.com/heirloom

With breathless word-of-mouth and a celebrity at the helm, Heirloom debuted at DC Ranch on Jan. 27.

From catering rock star Michael DeMaria, Heirloom seats just 85. DeMaria launched the eatery with business partner Brandon Maxwell. An intimate neighborhood spot, Heirloom departs from the scale of DeMaria's event work (think Super Bowl XLII and FBR Open). The chef says that Heirloom has "lower overhead and is harder to get into – which keeps the buzz going."

For those who snagged tables opening night, one visit was not enough. DeMaria, affable and candid, marvels at the return visitors after his opening. Many were former fans of Michael's, the eponymous N. Scottsdale restaurant once operated by DeMaria.

Says the chef, "It was like 'old-home week' at the restaurant." DeMaria continues, "Everybody was like, 'We're so glad you're back,' and some of those faces came back to Heirloom multiple times during opening week."

As co-owner of M Culinary Concepts with Maxwell, DeMaria's business entities include M Catering, M Restaurants, and Main Course – which focuses on the corporate dining experience.

Prior to these business ventures, DeMaria honed his skills at the five-star Arizona Biltmore and with formal training at California Culinary Academy in the Bay Area. Also on DeMaria's resume are prestige gigs at the Ritz-Carlton San Francisco, Los Angeles' Wilshire Country Club, and the Valley's Royal Palm and Lon's at Hermosa Inn.

For Heirloom, DeMaria had a concept – fresh, thoughtfully-prepared food served in savory and sweet courses. DeMaria and his Chef de Cuisine Taylor Domet focus on locally-grown produce and organic meats. Served in smaller portions, the ingredient-driven offerings change frequently.

The goal, says DeMaria, was to give diners a unique experience. A patron may select a few savories with a sweet or a savory and two sweets to suit their palates. Says the chef, "You can come in, sort of like a sushi bar in sense, and order what you would like to eat. That's how I like to eat, in courses."

At press time, samplings of courses include Roast Elephant Garlic & Heirloom Tomato with Baby Romaine and Anchovy Dressing, Lemon & Cilantro-Scented Lobster on Roast Tomato & Sunchoke Puree, a signature dish - Bacon-Wrapped Diver Scallop & Prawn on Creamed Corn & Peppers with Tarragon Pesto, and another Heirloom signature dish Mint-Scented Lamb Chops with Eggplant, Roasted Pepper & Pecorino Tureen. Sample desserts (aka fifth courses) include Chocolate Speckle Cake with Pistachio Sauce and Vanilla Cream-Filled Cake Doughnuts on

Raspberry Sauce with Chocolate Ice Cream.

With small courses and desserts in the \$5-8 range and larger courses that typically do not exceed \$20, Heirloom is not cost-prohibitive. Says DeMaria, "In this economy, I think that I know my diners, and that is part of why I am offering these courses."

DeMaria and his Heirloom team, including G.M. Jonathan Mendelson, want people to know that Heirloom is not necessarily a "special occasion" restaurant. It's that comfortable place to enjoy excellent cuisine any night of the week.

DeMaria comments, "You can come in and have a casual dining experience. For example, I specifically dressed the wait staff in a casual shirt, blue jeans, and a blue apron – very simple. The menu is not in a fancy board. It's in a plastic sleeve. The mission statement is on the back of the menu. We are about food and wine. I don't have a bar. This is a dining restaurant."

He adds, "You know, it's just all of those little nuances that add up that make – I believe - a good dining experience."

▲ TOP

Design Your Own at Indulge Burgers & More

Date: 2009-03-31

Company: Indulge Burgers & More
Address: 10392 N. Scottsdale Rd.
Phone: (480) 998-2222
Website: www.indulgeb主rgers.com

In these tough economic times, the verb "indulge" is seldom used. That is, unless, you choose Indulge Burgers & More as a place to get a burger, sandwich, or salad created to your own specifications and heart's desire.

Opened on the southwest corner of Scottsdale and Shea last November, the casual eatery with an edgy design offers affordable indulgence and a participatory experience. Indulge Burgers & More is the first of its kind. However, Managing Partner Lee Klein hopes to expand when the timing is right. The premiere location is working – situated in the midst of the highest demographics in the Valley.

"I've owned the 5 & Diner at The Pavilions for 15 years," Klein says. "Then I was inspired by a sushi bar experience in Las Vegas, and wanted to try to duplicate that concept in a burger place. This is a design-your-own-burger concept. We also have salads and other sandwiches that you can design to order, too. There are about 100,000 combinations that can be ordered. I don't think we've served the same burger twice."

"Our beef is all natural, by far the finest grade on the market and not available in stores. We also have Kobe beef, and we make our own turkey and veggie burgers daily from our own recipes. Instead of going with the standard cod for our fish sandwich, we decided on something completely different – grouper, which is flown in fresh daily," he continues.

So here's the deal. Once seated, you pick up a form and pencil – just like you would in most sushi bars – and start designing your own burger, sandwich, or salad. What kind of protein (e.g. beef, turkey, veggie, grilled chicken, fish)? What kind of cheese (Danish Blue, herb goat spread, imported Swiss, cheddar, Gruyere, Greek feta, jalapeno Jack, etc.)? What kind of bun (brioche, wheat, English muffin)? What kind of regular topping (greens, carrot strings, grilled onions, pepperocini, red onion, sweet dried cranberries, black olives, pickles, sprouts, boiled egg slices, etc.)? What kind of sauce (apricot chipotle, Bangkok peanut, Buffalo, Rajun Cajun BBQ, aioli, cactus ranch, mustard, mayo, etc.)? Or how about an Indulge topping (avocado, chili con carne, fried onion straws, sautéed mushrooms, etc.)? And how do you want that cooked? After making your selections, your friendly server puts your made-to-order order into the kitchen, sees what else you might need, and takes your beverage order.

If you want some time to think about your uniquely-designed and personalized burger, try an appetizer. Sweet potato fries, garlic & parmesan chips, fried dill pickle chips, crispy fried onion strings, French fries or a side salad are all on the menu.

Too many decisions to make? Indulge also offers signature burgers and sandwiches. According to Klein, the Vesuvius Volcanic, a specially-cooked burger stuffed with molten cheese, is the most popular. The fried baloney sandwich (a grilled thick slice served with American cheese, lettuce, tomato and red onion on a bun) is also popular. You also can try the restaurant's version of sliders – four mini cheeseburgers topped with "old standards."

On the kid's menu, diners can select from chicken tenders, mini cheeseburgers, grilled cheese, or a peanut butter and jelly wrap – all served with fries or fruit.

Salads include Caesar, Indulge Salmon Salad, Bleu Cheese, Strawberries and Walnut, and the Burger Salad, which you create/design to taste, like the burgers themselves.

Indulge Burgers & More offers a full bar, and has a daily happy hour from 4 to 7 p.m. On Sundays, bottles of wine are half-price all day.

"On take-out orders, we create the in-restaurant experience in your own home," Klein comments. "We designed our

Scottsdale

own packaging so that when you get the food home, it's still hot."

Since opening, the restaurant has hosted a concierge party and a soccer party, and can entertain groups at the restaurant.

"Having been in the business 15 years, and owning another burger joint, we wanted this to be very different, modern, unique, edgy and with a great atmosphere," Klein explains. "But the food has to be incredible, starting with a fresh bun, having fresh produce and having great meat."

So come on...indulge!

— Joan Fudala

▲ TOP

A Step in the Right Direction

Date: 2009-03-31

Company: Foot & Ankle Center of Arizona
Address: 7312 E. Deer Valley Rd., Ste 110
Phone: (480) 342-9999
Website: www.arizonafoot.com

Doctor Kris DiNucci, DPM, FACFAS, does not like to keep people waiting.

On assignment to meet Dr. DiNucci, I noticed that the physician was at Foot & Ankle Center of Arizona, just north of Grayhawk in Scottsdale an hour before anyone else on his staff had arrived, eager to start his day.

Dr. DiNucci's patients benefit from this proactive, can-do attitude. He tries to see them as soon as possible. Says the board-certified podiatric surgeon, "I hate to see people in pain. If someone's suffering from any type of pain, I try to get them in here right away."

The physician adds that the longer the wait time, the harder it is to recover from foot and ankle injuries.

Originally from Cedar Rapids, Iowa, Dr. DiNucci considered other areas of specialization before deciding on a career in podiatry. Dr. DiNucci explains, "I can have a direct and often immediate effect on patients. They may come in with pain that they've been experiencing for a long time. Often I can give them fast, effective relief."

The personable medical professional's training and experience includes fellowships at THC-Seattle Hospital and Harborview Medical Center in Seattle, Washington. A 1993 graduate of the Scholl School of Podiatric Medicine in Chicago, Ill., Dr. DiNucci's recent accolades include serving as a lecturer at national conferences including the American College of Foot & Ankle Surgeons Annual Meeting for the past five years and the Northwest Podiatric Foundation's Summer Meeting in 2005. Dr. DiNucci also is an ongoing member of various esteemed associations.

Asked about common ailments that bring patients to Foot & Ankle Center of Arizona, Dr. DiNucci cites heel pain as number one. According to the specialist, this specific pain typically is caused by failing to wear shoes at home, hiking in the wrong shoes, and hiking or jogging when not in optimal physical condition.

When asked about his patient base, Dr. DiNucci says, "I treat everyone from infants to the elderly."

Regarding what sets Foot & Ankle Center of Arizona, a modern, upscale facility in N. Scottsdale, apart from other practices, Dr. DiNucci observes, "We individualize our care so that patients can be seen promptly and attended to as soon as possible."

The physician adds that his facility offers complete foot and ankle care. Further, he and his staff have developed an intricate network of specialists, surgeons, and family physicians to handle any situation. The center also utilizes a digital diagnostic imaging system that is specially tailored for the needs of a Podiatric Medical Practice. This system reduces the turnaround time of traditional x-ray processing and the images appear within seconds on monitors located within the patient treatment rooms.

Speaking to general foot care, Dr. DiNucci states that selecting proper shoes is also essential.

Dr. DiNucci explains, "The key is to be sport-specific. Shoes have to be appropriate for the individual."

The respected podiatrist explains that hiking shoes need a stiffer toe. Jogging shoes need more support than walking shoes, while vertical climbing requires yet another style. He adds, "You can always check the specialty magazines or do research online. You don't have to spend a fortune on shoes. Try last year's model. They're still good quality, yet much more affordable."

On the subject of women's shoes (apologies to Sex and the City fans), Dr. DiNucci states that spiked-heels and high-heels are still a constant source of injury to women. The doctor says, "You're putting your entire weight and the weight of anything you're carrying on less than a half centimeter of heel. There's just no base for support."

Additionally, Foot & Ankle Center of Arizona also provides advice regarding proper shoes for diabetics – often covered by Medicare.

Ultimately, Dr. DiNucci offers such detailed, personalized care because that is his approach to the doctor-patient relationship

Says one recent patient of the center's care, "For 25 years I considered having (podiatric) surgeries, but out of fear, did nothing. I am blessed to have met (Dr. DiNucci) and had these corrections with so little discomfort and downtime. It was so nice to meet such a caring and professional group of wonderful people!"

Dr. DiNucci says, "I treat patients the way I want to be treated."

▲TOP

Kennedy Wilson's Rhett Winchell on the Artesia Auction and the "New Normal"

Date: 2009-03-31

Company: Kennedy Wilson
Address: 7293 N. Scottsdale Road (Artesia)
Phone: (800) 522-6664
Website: www.kennedywilson.com

Rhett Winchell, President of the Auction Group for Kennedy Wilson (KWIC: PK), a Beverly Hills-based Real Estate and Investments firm, uses the term the "new normal."

Referring to the managed expectations of home builders in a marketplace impacted by tight financing and softer demand, it is this "new normal" that brings developers to Kennedy Wilson.

As one of the nation's leaders in the packaging, pricing, and marketing of properties at auction, Kennedy Wilson has had three successful auctions in the Arizona market since early last year. In Feb. 2008, the firm worked with Cachet Homes. Later in the same year, a private Arizona developer with 30 custom homes sought the auction option. On Feb. 8, 2009, Starpointe, the developer behind the Brownstones at Artesia in Scottsdale, unveiled new pricing in an auction format.

The luxury homes have a plum location on N. Scottsdale Road in a 44-acre mixed-use development that houses tony restaurant Roka Akor. Homes in the master-planned community were offered in the \$340,000-\$520,000 price range at auction. Locals and others who traveled in for the event attended a daylong event at Paradise Valley's Doubletree Ranch Resort.

Originally priced at up to \$1.5 million-plus, qualified buyers made offers on all available units at the Feb. 8 event.

Says Winchell, "The auction attracted the sophisticated buyer who had purchased before. It was not their first home. In some cases, they were 'move-down' buyers...buyers who had sold a very expensive home, or were now seeking a retirement home."

According to Winchell, Kennedy Wilson's marketing outreach including a website, ads in local newspapers, an Internet campaign, e-mail blasts, advertising to key markets such as Canada and New York City, and word-of-mouth to previous auction attendees. Although many attendees were experienced with the auction format, Kennedy Wilson also offered an instructional seminar in advance of the event on Jan. 31.

Regarding the appeal of the format, Winchell says, "If you come to the auction, you can really control what happens because you get to see what everybody's bidding, as they are bidding. And if one property sells and you don't get it, if you were the second highest bidder, you get to see that you may have been outbid by \$1,000. So the auction format gives you a lot of comfort – whether you bought it or did not buy it – and assures you that you did not pay too much. You can also go down to your second, third, or fourth choices and hopefully you get a property."

With short-term after auction marketing at Artesia's onsite office, Winchell is confident that the Starpointe homes will continue to move. Not be confused with an REO-sale, Starpointe's move to an auction model was elective. Winchell notes that auctions – while typically driven by lower price points – allow builders to avoid carrying costs.

Observes Winchell, "Right now, everybody's competing for the same buyers. There are plenty of buyers out there, and they are qualified buyers, but they need the reason to buy in this type of market."

▲TOP

Interior Design Comes Alive at The Workroom

Date: 2009-03-31

Company: The Workroom
Address: 14715 N. 78th Way, Ste. 900
Phone: (480) 596-8110

Whether a design calls for a simple, exquisite pillow or an entire home, a couture boutique workroom – known as The Workroom – is the go-to place for interior designers and architects in the Valley.

Partners Robert Burg and John Krier have been creating unique furnishings for 15 years at their business in the Scottsdale Airpark. Burg is in charge of design and Krier, assisted by Hernan Fascella, supervises creativity in the workroom.

Fourteen employees including seamstresses, upholsterers and installers add their talents to produce one-of-a kind, custom furnishings that can't be found anywhere else.

"We do everything with fabric including draperies, upholstery, bedding and accessories for both indoor and outdoor living spaces," Krier says. "Practically anything that can be sewn can be made by The Workroom, and we can go as far as a client wants to go to push the envelope."

Interior designers and architects bring their inspirations to The Workroom to be interpreted for a wide variety of homes. Workroom artisans, most of whom have been with the business for 10 to 15 years, are passionate about taking these ideas and bringing them to life as they create pieces ranging from classical to contemporary.

"There is an energy here," Burg says. "We are fortunate that people want what we do, and we get so excited about making things that are unique."

Each interior designer brings a different style to The Workroom influenced by the needs of their individual clients. Before fabric gets to the cutting table, designers have carefully considered the individual chair, perhaps, that will be covered or the window that may be the focal point of a room. They determine whether the fabric will drape properly or how it will hold up in the Arizona sunshine or take the wear and tear of an active family. Then The Workroom creates the items, most of which go into Valley homes, although some projects are commercial.

Krier, who keeps his eye on the pulse of the industry, finds color moving away from darker, heavy textures to a brighter and lighter weight of fabrics. "We are seeing more natural fabrics like linen and cotton replacing heavy chenilles," he says. "Embroidered fabrics using stones, metals, feathers and leather also are becoming popular."

He especially likes working with beautifully woven natural fibers. "We get the best fabrics from Europe," he notes, "particularly Germany and France, and sometimes India."

Because they also get requests for "green" materials, The Workroom carries a selection of green linings and bamboo batting.

Krier also sees a trend among homeowners toward using motorized window treatments that are easy to operate with either a remote control or a home control system. The Workroom can create a variety of fabric coverings that soften these large windows prevalent in many area homes.

As in any other business, Krier sees today's economy reflected in the request for a more simplified style and design. "We continue to recognize the value of high quality materials and workmanship," he says, "and customer satisfaction continues to be our number one priority. Everything we do is individual, and once our clients see what we have created for them in their homes, they see the difference."

For anyone embarking on new design or re-newed design, Krier emphasizes the use of good proportions and light calming colors and the importance of adding details to make the space unique and personal. He especially likes natural colors because it is easy to work around them as well as with them.

"Remember the importance of keeping the rooms of a home personal and comfortable," Krier says with both an artistic and a practical eye. "A home should be pleasing to look at and designed in a style that's not quickly dated."

— Sandy Doubleday

▲ TOP