AND THE AWARD GOES TO....
WEST HOLLYWOOD CHAMBER OF COMMERCE HONORS SEVEN BUSINESSES
AT THE CREATIVE CITY AWARDS 2013 AND HONORS
NATHAN GOLLER WITH A LIFETIME ACHIEVEMENT AWARD


Chamber Member businesses voted for the winners and the awards went to: Creative Concept: Tortilla Republic; The John Chase Art & Design Award: Marco Pelusi Hair Studio; Corporate Innovation has a tie with two winners: Innovative Dining Group and Rock n’ Reilly’s; Creative Communications: Visionary Digital Enterprises; WeHo Beacon: Sunset Tower Hotel and Creative Community Service: Capitol Drugs.

Nathan Goller, owner of Phyllis Morris Originals received The Thomas Crail Lifetime Achievement Award. Nathan Goller, known as Nate, was born in New York City in 1928 and relocated to Los Angeles in 1944. In 1956 he married design entrepreneur Phyllis Morris who had a small lamp manufacturing company which became so successful that in 1963 Nate and Phyllis formally formed Phyllis Morris Originals and started manufacturing a complete line of furniture. Phyllis Morris Originals is now celebrating 50 years in West Hollywood. Although he retired from practicing law last year, Nate is very much active in managing various West Hollywood properties and is currently developing a hotel/entertainment/ retail project on Robertson.

This gala is the Chamber’s most prestigious and longest-running event, now in its 30th year. The Creative City Awards is the Chambers most important fund raiser. Funds raised from this event help to contribute to programming and promotions for the business community. The nominees were chosen for their innovation in their approach to business and/or creative merits in product and service by the West Hollywood Chamber of Commerce Membership, its Board of Directors and the Special Events Committee. A criterion for selection was that the business be a Chamber Member and have made significant contributions to the West Hollywood community. Members vote for their favorites through an online ballot and the winners are announced at the event.

The West Hollywood Chamber of Commerce is a 501c6 non-profit organization that supports and promotes a community environment where commerce can flourish. The Chamber fosters prosperity and champions local business by providing resources and leadership to advance activity through economic development, by advocating the position of the business community and by enhancing the quality of community life and promoting the uniqueness of West Hollywood.

(WINNER BIOS BELOW)
ABOUT THE CCA 2013 WINNERS

CREATIVE CONCEPT AWARD
Tortilla Republic
From the owners of Taste on Melrose and Taste in Pacific Palisades, John Halter, Morten Kaag and Mina Azami, created Tortilla Republic West Hollywood to offer inventive Mexican fare with unexpected flavors utilizing all-natural meats, as well as organic and locally grown produce. Tortilla Republic offers a variety of gastronomic and entertaining experiences, with updated Mexican classics made with fresh and flavorful ingredients such as Tacos de Jicama, Sweet Potato Hibiscus Flower Tacos, and Cucumber Lavender Margarita. Tortilla Republic features brunch, lunch, happy hour, dinner, and Sunday Funday celebrations. In conjunction with renowned interior designer Kirk Pereira, Halter, Kaag and Azami designed Tortilla Republic to reflect a polished aesthetic inspired by their travels to Mexico. The restaurant features modern Mexican cuisine in a contemporary chic setting with spectacular al fresco patio. Tortilla Republic also has a location in Poipu, Kauai, Hawaii.

CORPORATE INNOVATION AWARD
Innovative Dining Group (IDG)
With restaurants all over Los Angeles, IDG is known for exceptional cuisine and locations meant to rub shoulders with the “who’s who” of the city. At Katana, you can sit on the Sunset Strip patio while enjoying sushi and Robatayaki. Take in an ocean view with a beachside dinner at BOA Steakhouse or Sushi Roku Santa Monica, or people watch at the brand new Chinese Hot Spot, Chi Lin, on Sunset Blvd. Step into Riva Bella, a sprawling indoor-outdoor space evocative of a rustic Tuscan farmhouse accented by sleek, ultra-stylish contemporary elements. Whether you’re looking for a Modern Steakhouse, California Bistro, Chic al fresco Dining, Sinful Sushi, Contemporary Asian Cuisine, or Downtown Italian Fare, IDG provides the perfect escape.

And ....(IT WAS A TIE!)

Rock N'Reilly's
Rock & Reilly’s Irish Rock Pub opened its Sunset Strip doors on 11/11/11 at 11:11am, and has been rockin’ ever since. In fact, Huffington Post named it the most popular Irish Pub in America this past St. Patrick's Day. Reilly's prides itself on having one of the largest selections of Irish Whiskeys in the city. Guests can explore all of the whiskeys via the popular Reilly's Whiskey Passport program. Patrons also choose from over a dozen options on tap including Magners Cider. The experience goes beyond beverages. Its Grilled Cheese landed on Good Morning America's Top Ten Grilled Cheese list, and the Irish Nachos have become a local legend. 19 flat screen TV's play all the games mixed with vintage rock videos. With a focus on customer service, the Reilly's staff warmly welcomes both neighbors and visitors. See you at the bar!

JOHN CHASE ART & DESIGN AWARD
Marco Pelusi Hair Studio
Marco Pelusi is globally recognized as a leading Haircolor Authority, renowned Platform Artist & Educator, and fashion-forward Celebrity Haircolorist. Marco’s love for haircolor began during his hairdressing days at his family’s upscale chain of East Coast salons. Early on in his career, he became a top Educator at one of the world’s leading Milan haircolor companies. He was then sought out to be the National Haircolor Educator for an esteemed Los Angeles-based color company. Marco’s
premier studio opened in the heart of the ultra-chic West Hollywood Design District on Robertson Boulevard, where he and his talented staff of seasoned Hollywood hair stylists offer world-class hair fashion to numerous regarded celebrities and trendsetters at the luxurious, tranquil, spa-like salon, the Marco Pelusi Hair Studio. He quickly introduced the Marco® Collagen Color Guard™ HairCare System, the first and only complete collagen-based system developed for color and chemically treated hair. To date, Marco executes standing-room-only, mainstage performances at the New York and Las Vegas Annual International Beauty Shows as well as The International Salon & Spa Expo in Long Beach.

CREATIVE COMMUNICATIONS AWARD
Visionary Digital Enterprises
Visionary Digital Enterprises is the designer and manufacturer of revolutionary digital imaging systems that place their company in the unique position of being able to work individually with each customer on a highly custom level that enables each client to meet their specific high resolution micro and macro imaging needs. As one of the world pioneers in Cyber taxonomy, Roy Larimer, inventor of the VDE patented digital imaging system, has once again proven his remarkable ability to leap ahead of existing technology into previously unexplored territory for the benefit of numerous fields of study. Some of these fields include: entomology, medicine, metallurgy, gemology, art restoration, geology, forensic anthropology and pathology to name a few. The applications of these prescient systems are limited only by the end user's imagination. VDE strives to continue to provide the finest digital imaging equipment available anywhere in the world while expanding into new fields and industry and growing their product line to include new inventions and applications that help their clients capture the absolute finest digital images imaginable.

WEHO BEACON AWARD
Sunset Tower
Designed in 1929 by architect Leland A. Bryant, the Sunset Tower (as originally called) was a trendsetter from the moment it opened. Its dramatic setting on the Sunset Strip and elegant Art Deco styling, together with its proximity to famous restaurants and nightclubs of the 1930s & ’40s, contributed to its landmark status. West Hollywood has always catered to celebrities wishing to draw attention to their star power. The Sunset Tower embodied these aspirations, counting among its former residents Howard Hughes, John Wayne, Billie Burke, Marilyn Monroe, Errol Flynn, Elizabeth Taylor, Frank Sinatra, Paulette Goddard, Zasu Pitts, and even gangster Bugsy Siegel. Leland Bryant specialized in luxury apartments, but the Sunset Tower was his crowning achievement. His work was predominantly in Period Revival, but with this building he proved that he was equally adept with the then contemporary Deco style.

CREATIVE COMMUNITY SERVICE AWARD
Capitol Drugs
Owner of Capitol Drugs Ruth Tittle strives to build a business that remains relevant to the needs of her community, offering alternative treatments, a ‘whole person’ approach to treatment and a deeply held belief that personal knowledge is a powerful tool for an individual. She remains committed to the community of West Hollywood providing choices for their health care needs. Her brother, who founded Capitol Drug Pharmacies, passed away in 1993 from the complication of HIV/AIDS. Ruth remains driven by her brother’s legacy, holding true to his core belief of giving back
to the community served. As a visible member of the Los Angeles LGBT community she continues to commit her time, energy and resources to community action, social equality and standing up for the under-served. She serves on numerous boards and has been the recipient of many awards. As the CEO of a locally recognized and respected company, Ruth is well aware of the economic challenges facing West Hollywood businesses. Professionally she offers the solid leadership knowledge of a successful business along with a deep respect for and commitment to her neighborhood community. Her visionary leadership, humor, interest in people and willingness to be innovative when facing change offers a significant advantage to any business community wanting to prosper in the future.

For more information on the Creative City Awards or the West Hollywood Chamber of Commerce check us out online at [www.wehochamber.com](http://www.wehochamber.com) or call 323-650-2688.

# # #