

## The Making of Jerrypalooza

*As recounted by Julie Brown-Edwards, CPCE*

My husband, internationally renowned Caterer Jerry Edwards, CPCE, turned 50 on August 3rd. His involvement: plan the guest list, write the menu and pick the wines. My job, along with his amazing Catering Team: everything else, including a few surprises I was allowed to slip into the weekend.

How do you WOW the man who has done it all? And how do you impress his clients, our event professional friends from all over the country, and most of all, impress Jerry who many years ago I nicknamed "Mr. Fussy". The Chef's Expressions Team and I were up for the challenge. We'll start at the beginning and give a sense of the process of creating lasting memories for "the big guy's" 50th celebration weekend.

### The Building Blocks

All of the planning was based around these building blocks – understanding what Jerry wanted from the weekend and shaping each aspect of the parties to celebrate the 'Essence of Jerry Edwards'. What does Jerry love? Family, Friends, Food, Community, Wine, his Catering Business, Traveling and Entertaining. We named the weekend "50 years of Love and Laughter".

### The Guest List

For those that have met Jerry, he is a social guy, he welcomes you into his life and when there, you are there to stay. As you can imagine, we had an extensive invite list – over 500 people from all over the world. We figured we would celebrate throughout the weekend – we plan parties, it's what we do... and we love it!



### The Invitations – Setting the Tone

Longtime friends and talented invitation designers, Ellene and David Pomerantz from Write Style, Inc helped us design the invitations using elements related to Jerry's passions through his five decades. Jerry did not want a formal event... and we had to be unusual. I believe that the invitation sets the tone and creates excitement...and we are all about creating excitement. We had a caricature of us both from the

1999 NACE conference which showed all the elements of what we did in Catering and this became the basis for the invitation. I hired an artist to come and draw Jerry as well as draw from pictures I had collected from family and then took the caricatures to the masters of invitation to make all the ideas of a 3 day party that had 3 different invitation lists come together.

They chose a background of cork to frame the invitation, and pulled together the various whimsical caricatures of his family pictures through the years, as well as his Chef's

Expressions family. Every detail down to the lined envelope and calligraphy address was planned out. A save the date with the original caricature was emailed to the out of town guests and the planning had begun. (Pictures of the invitation)

### **The Gifts – Giving Back**

Jerry gives of himself all the time to a multitude of organizations – on a national and local level. As a past NACE Hall of Fame award recipient, we have given though the years to the NACE Foundation and to many organizations in Baltimore including to the National Academy Foundation where we raised \$93,000 at last year's fundraiser. Two years ago, Jerry became the spokesperson for Meals on Wheels of Central Maryland. He has donated his time to this worthy organization for several years and continues to be involved by visiting homes of Meals on Wheels clients, helping to organize their annual fundraiser, and promoting the organization on the radio, TV, and in Public Service announcements.

For Jerry, it was important that his celebration give back to the community. In lieu of gifts, he asked that donations be made to [Meals on Wheels](#). Family and friends donated over \$10,000 which will provide nutritious meals the local who homebound community.

### **The Three Day Extravaganza**

#### **Friday, July 31st "Wine Dinner at the Tremont Grand"**

a more intimate gathering with family & friends; which included longtime clients, colleagues, and his Chef's management family.

#### **Saturday, August 1st "Giving Back" at Silo Point**

a swank high energy cocktail party with great music and fabulous food and drink.

#### **Sunday, August 2nd, 2009 "Employee Appreciation Brunch" at our home**

a cool down from the weekend for all the staff that made it happen.

#### **Friday, July 31st, 2009 Wine Dinner: IMPRESS & INDULGE**



Jerry has always loved Renaissance décor and the Tremont Grand in downtown Baltimore was his first choice venue to host this intimate evening with our closest friends and family. As Catering Director, I pulled a few strings and we were able to use the Mirror and Edinburgh rooms for our spectacular evening. The room was designed in 1927 after the Scottish Roslyn Chapel and has a Greek influence in the columns. The room with it's high ceilings, grand columns, and abundance of detailed stone work made for the perfect setting. ([www.Tremonts.com](http://www.Tremonts.com))



Our 120 guests (from Jamaica, Florida, California, New Orleans, Texas, Philadelphia, New York and Baltimore) were greeted at the hotel entrance by a regal doorman in a top hat. Escorts led guests to the fifth floor where they entered a lobby with the beautiful "reveal" escort card table. As guests picked up their escort cards, more of the table's décor was revealed – an elegant display of grapes, corks, and sumptuous tree fruit.



They then entered the Mirror Room where Jerry's caricature from the front of the invitation was displayed with a Gobo on the 27 foot wall above the Salmanazar (9L) of Veuve Clicquot in a giant hand carved ice bucket. Guests mingled for the next hour, delighting on passed hors d'oeuvres (see menu below) served with Veuve Clicquot.



When most guests had arrived, the festivities kicked off with a bang – or should we say "pop"! I can't seem to get the mental image of Chef's Expressions Executive Chef, John Walsh's face as he cradled a 35 pound Salmanazar of Veuve Clicquot and our dear friend, Larry Hiem, removed his sword from its sheath and sabered the bottle open, sending the tip and cork still wrapped in the cage 40 feet into the air.

If you have never seen this done, it is quite impressive – if you strike a champagne bottle just right, you break the pressure built up inside the bottle and the tip is cleanly severed from the bottle. I had given this bottle to Jerry on his 45th Birthday and we were waiting for just the right time to open it – what better evening than this!

Soon after, the two Tuscan grand doors leading to the Edinburgh Room where we sat for our six course wine dinner were opened and family and friends began to search for their place cards. The room was set in a grand "U" shape with Jerry and me as the King and Queen at the head of the "U". The "U" was sectioned and named after the wine places that we visited and were part of the menu. The pictures speak for themselves, but the mood was set with the linens, the place settings, the centerpieces, the lighting and of course, the inherent beauty of the room. Our dear friend Andrew Zill, with Feats, Inc created the most beautiful table complete with baguettes, olives, cheese, fruits, flowers

and candles all down the table. We carefully picked out linen from Select Event Rental and Base Plates, Amber Goblets and Chivari chairs from Party Rental to pull the entire design together. We wanted our guests to be with their significant others, but it was also important for us to promote socializing therefore, we sat spouses across from one another and next to people that they could get to know better, believe me, we don't have shy friends and it was a lively room!

The food was superb, executed flawlessly in the kitchen by Chef John Wash and his team and served seamlessly by Chef's Expressions' service team. Each course reflected wine travels Jerry and I have taken with friends throughout the years – a tribute to Jerry's love of wine and food! (Food pictures)

Between each of the courses, our family and friends Roasted Jerry, with love and laughter of course!

Some brought tears – the first to speak were Jerry's daughters and me, sharing our wonderful and fun memories of the man that means so much to us all. A slide show of Jerry throughout the years truly brought out the reasons of why we were there to celebrate this remarkable man. We showed a video from the NACE conference in 2001 where Wolfgang Puck said of Jerry's entrance and speech "How do I follow that." Friends Dan and Evelyn Watson-Bey with East Hill Video helped put this tear jerker together.

Some had visuals – like his best friend Walter, who needn't say anything as he displayed fun pictures of Jerry and touching commentary from our fun travels to vineyards across the world.

Others used props – his old business partner, Vito, chided Jerry for never serving bread at meals – something Vito, as an Italian, could never understand. So, he presented Jerry with an enormous bread basket!

Ed Suddath and Valerie Volmer shared Jerry's NACE experiences along with video messages from NACE members such as Shelly Pedersen, Gayle Skelton and "Mother" Robert Capers and Ed put together a wonderful video montage of Jerry's life... pictures do tell the story.

So again, I ask, how you WOW the man who has it all – perhaps with surprise guest appearances from influential people in Jerry's life – I did the impossible, both Julia Childs and Robert Mondavi came to celebrate with Jerry! Robert Mondavi recounted the wonderful meal prepared by Jerry for his 80th birthday celebration presenting him with a magnum of Mondavi Reserve Chardonnay because to Jerry "a regular bottle is only a single serving!" Julia reminisced about her memories of Jerry at the wonderful dinner he made for her and Robert Parker here on her visit to Baltimore. Julia was every bit as charming in person as the woman we watched on "The French Chef" for years. Okay, you got me, they were impersonators – but they sure made an impact, and they knew Jerry – they were spot on with memories and really made a great evening even more special!

There were touching roasts from Jerry's Dad, Sister, Uncle and Cousins, and a fun limerick from my Dad and Sister. Jerry's Sales Team stole the show with their spoof on the Dos Equis commercial "the most interesting Man in the world".

The evening concluded with the Grand birthday cake and a rousing "Happy Birthday".

What would this three tiered cake be without frosted grapes towering over the edge and a giant "50th" candle!

On to the next day...

### **Saturday, August 1st "Giving Back" Soiree – ENERGETIC CHIC**



The night before we sat, drank, ate, and laughed – On this night, we danced, still drank, still ate, and of course, still laughed! Our 330 guests who joined us this evening were here to party. Jerry requested the chicest spot in Baltimore for his soiree – Silo Point – the luxurious condominium building that sits on the water in Baltimore's harbor – a breathtaking view of the city's skyline.



We greeted guests with Jerry's recipe for White Peach Sangria in small mason jars. Movement was encouraged as there were four chef / bar stations for guests to visit – Wine paired with small plate dishes utilizing local fresh seasonal Maryland ingredients. (see menu below).



The décor brought everything together – the stations were all set up like bars – guests could sit and watch the chefs cook or the bartenders mix drinks as they enjoyed the food and the company. Michael Anthony Designs created fashion forward floral arrangements and incorporated bold tropical colors into the linens. Perkins Event Lighting lit up the tent and created ambiance and energy.

In keeping with the evening, Jay Block, yet another lawyer friend, removed his sword from its jeweled box and sabered a 1.5 liter bottle of champagne given to Jerry by Meals on Wheels complete with his picture on the label. Jerry and I opened the evening with a welcome, reminding guests to donate to Meals on Wheels and with the guest list including many of Baltimore's other Caterers, a reminder from Jerry to keep their hands off our talented staff.

A few toasts followed from Jerry's sister, Cindy, speaking for the family, a few friends and my old boss who chided Jerry for his earlier comment as Jerry had taken away his best Catering Sales Person when he married me. Puns and twists were flying ...and much laughter was had by all.

The centerpiece of the party was the Birthday Cake, made by Jerry's good friend, Duff Goldman of Charm City Cakes – a cake true to Jerry's love for wine, but tastefully adorned with a fondant 'sign' which read "Dirty Old Man". We would like to say we have no idea

why... but we can't.

After we sang Happy Birthday again to Jerry the band, Powerhouse, brought the group to their knees with a take off from Julie Andrews' tune "My Favorite Things"

*"When the pipes Leak,  
When the bones creak,  
When the knees go bad,  
I simply remember my favorite things  
And I do not feel so bad..."*

They then took the party to the next level with dancing that lasted well into the morning hours.

On to the next day...

### **Sunday, August 2nd, 2009 Employee Appreciation Brunch: REST & RELAXATION**

Jerry is very thoughtful to his staff. I have nicknamed him Santa Claus because every trip that we go on, we come back with a bag full of goodies for his team. So, it was not unusual that an integral part of his Birthday celebration was a "thank you" brunch for the 70+ employees of Chef's Expressions who had worked to make the fabulous weekend a reality! Everyone was invited to our home and one of Jerry's fellow Catering colleagues, Barry Fleischmann from Innovative Gourmet, provided a wonderful brunch for everyone. It was a wonderful wind down of the weekend for the out of town guests and family as well as a time for Jerry to hang out with his Chef's Expressions Family.

At the end of the weekend, Jerry faced Monday August 3rd feeling 50! The celebration was everything we wanted it to be complete with a few surprises. He woke up with knees hurting... a tad slower than normal ... and he was 50. For those of us that plan and execute parties for a living sometimes it is easy to become jaded... it is not heart surgery, it is just a party. This was a true reminder that every detail does make a difference and that a perfectly planned event creates amazing energy and wonderful memories, filled with Love and laughter – just as we had planned.

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*Wife of Chef Jerry Edwards, Julie Brown Edwards, CPCE is the Director of Catering at Baltimore's Tremonts and the Tremont Grand, Baltimore's most unique 45 square foot venue. Jerry and Julie met through NACE and have been married for 10 years this Labor Day weekend. Jerry and Julie are known for planning fun and unusual parties and love to travel. [www.chefsexpressions.com](http://www.chefsexpressions.com)*

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## **Wine Dinner Menu for Friday, July 31st, 2009**

### **Butler Passed Hors d'oeuvres**

Lobster Canapé with Champagne Foam

Scottish Smoked Salmon and Fresh American Sturgeon Caviar Crepe Roulade  
Infused with Crème Fresh

Tempura Bullet Tuna Sushi  
With Wasabi Glaze  
Salmanazar of Veuve Clicquot, Reims France

### **Houston and Baltimore go to Napa Summer 2001**

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Seared U-10 Dayboat East Coast Scallop  
Jumbo Lump Crab, Golden Pineapple and Mango Soubise  
Lemon Scented Roasted Pumpkin Seeds  
Robert Mondavi Fume Blanc, Napa Valley CA

### **A Dinner at Il Latini in Florence Tuscany 2006**

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Orecchiette Salsa al Burro e Gamberi  
Ear Shaped Pasta tossed in a Shrimp and Shrimp Butter Sauce  
With Tempura Fried Zucchini Flowers  
2006 Avignonesi Sauvignon Blanc, Cortona Italy

### **A Grape Vacation Oregon 2006**

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Organic Housemade Duck Confit  
Smoked Wild Mushroom Crepes  
Dried Oregon Cherry Beurre Blanc  
Pearls of Zucchini in Beurre Battue  
Beaux Frères Ribbon Ridge, Newberg Oregon 3L Jeroboam

### **A Trip to Southern France Provence 2008**

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Lamb trio Facone  
Roasted Rosemary Marinated Colorado Lamb Round  
Grilled Rack of Idaho Lamb  
Braised Lamb Shoulder Pattie  
Chateauneuf De Pape Demi Glace with Black Garlic  
Roasted Green & Yellow Summer Beans  
2005 Domaine Des Senechaux Chateauneuf De Pape, France

## **Traveling the Rocky Roads of Argentina**

### **Mendoza 2009**

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Kobe Beef Rib Eye with Smoked Spanish Paprika and Brown Sugar Crust

Pommes Frites avec Truffle et Porcini Dust

Cauliflower Puree on Chinese Spoon

With Red Sea Salt

2006 Mendel Malbec Reserve, Mendoza Argentina

### **Cheese and Chocolate**

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Sea Salt Topped Chocolate Caramel Truffle

Explorateur Triple Cream Cheese with Brioche

Birthday Cake and Coffee

### **“Giving Back” Menu for Saturday, August 1st, 2009**

#### **HORS D’OEUVRES**

Tempura Tuna on Bamboo Picks with Wasabi-Lemongrass Mayo

Golden Crab Bisque in Demitasse

Honey Pepper Shrimp Wrapped in Bacon

Pork Belly Filled Minted Watermelon Cubes

Chicken Wrapped Hearts of Palm with Lemon Aioli

Smoked Salmon Maki

Fresh Mozzarella Crostini with Basil Pesto on a Chinese Spoon with tomato water

#### **BEEF and VINO ROSSO**

Grilled Red Angus Tenderloin Filets with Maytag Blue Cheese Demi

Grilled Bison Tomahawks with Brown Sugar and Chili Crust

served with a Tomato and Black Garlic Salsa

Grilled Outside Skirt Steak with Chimchurri Marinade

Caesar Salad- made tableside (in 3 oz rice bowls)

White Truffle Oil Infused Yukon Gold Whipped Potatoes

Jumbo Grilled Asparagus with Lemon Aioli

#### **RED WINES**

Brazin Zinfandel- Lodi, California

Septima Cabernet, Mendoza Argentina

Kenwood Yulupa Cabernet, Sonoma California

Boarding Pass Shiraz, Barossa Valley/McClaren Valley Australia

Vin Zacco Tempranillo, Rioja Spain

Red Wine Sangria

## **SEAFOOD AND CRISP WHITE WINE**

Grilled Shrimp with Sweet and Salty Zulu Sauce

Thai Chile Steamed Mussels with Red Curry Coconut  
With Rice Noodles

Seared Rock Fish Filet with a Black Olive and Sun dried Tomato Crust

Served with a Ras El Haneut Beurre Blanc

Sautéed Soft Shell Crabs Po Boys with Red Pepper Rémoulade

Corn Pudding Timbale

Hot Crusty Italian Bread

Fresh Sliced Heirloom Tomatoes with Fresh Basil Olive Oil and Sea Salt

## **WHITE WINES**

Caliterra Sauvignon Blanc Reserva

Columbia Crest Chardonnay

Coteaux du Languedoc Picpoul-de-Pinet

Crios Torrontes

White Sangria

## **SWEETS**

Key lime White Chocolate Cheesecake Lollipops

Chocolate Caramel Truffles with Sea Salt

Peanut Butter Sins

Coffee Cardamom pot au crème

Strawberry Mango Soup with Australian Candied Ginger

## **CHEESE PLATTER**

Smokey Blue

Hudson Valley Camubu Sheeps Milk

Ibores Goat Cheese

4 year old Gouda

All with Southern Sun dried Apricot

## **Recipes from Jerry's 50th Birthday Party**

How do you plan an event for the ultimate event planner, like Chef Jerry Edwards, or "Mr. Fussy" as his wife calls him? Julie Brown-Edwards recounts the planning, events, menu and more for Jerry's 50th birthday extravaganza, [read the full story here](#), and enjoy a few recipes from the three day event below:

### **White Peach Sangria**

*developed by Jerry Edwards*

Makes 9 Gals

7 1/2 Cups Sugar  
5 Bottles Brandy  
10 sliced lemons  
10 sliced Oranges  
10 sliced Limes  
24 bottles Cono Sur Viognier  
6 half gals. Peach Juice

### **Watermelon Cubes with Minted Pork Belly**

*developed by Jerry Edwards*

1 whole Watermelon (Seedless Preferred)  
2 pounds Pork Belly  
1/4 bunch Fresh Mint

Cut 1.5 x 1.5 inch cubes out of watermelon flesh.  
Dice Pork Belly into 1/2 inch cubes. Saute' till crisp and the fat has been rendered. Finely chop fresh mint and toss with pork belly.

Fill each cube with Pork Belly and Mint mixture.

### **Key Lime White Chocolate Cheesecake Lollipops**

*developed by John Walsh*

Makes 100 lollipops

32 oz white chocolate, melted  
64 oz cream cheese, softened  
8 tsp vanilla extract  
3 tsp key lime zest  
2 lb white chocolate, for dipping, melted

Combine first four ingredients and refrigerate. With a small scoop, make 1 oz. balls; freeze. Heat white chocolate in double boiler, put lollipop stick into balls and dip into the white chocolate. Refrigerate for up to one week.

## **Sour Cream Cornbread** *developed by Jerry Edwards*

Makes 10 servings

3 large eggs  
1 1/2 cups canned creamed corn  
1 1/2 cups sour cream, about 14 ounces  
3/4 cup corn, canola, or vegetable oil  
1 1/2 cups cornbread mix or self-rising cornmeal  
2 to 3 tablespoons all-purpose flour  
3/4 teaspoon salt  
1/2 teaspoon baking powder  
Optional: small amount of Hot chilies, finely chopped  
3 tablespoons butter, melted  
Nonstick cooking spray

Preheat the oven to 425°F (218°C). This would probably be 375°F Convection Oven

Beat the eggs slightly in a medium mixing bowl. Stir in the creamed corn, sour cream, and oil. Add the cornbread mix, flour, salt, and baking powder. Stir to blend well. Spray a 9-inch skillet with an ovenproof handle with nonstick cooking spray (see Note). Pour in the batter.

Place the skillet on the burner on medium high heat for 1 minute. Then place on a shelf in the upper third of the oven. Turn the oven down to 375°F (191°C) and bake for 35 to 40 minutes. Slide under the broiler about 4 inches from the flame for 45 seconds to a minute to brown the top. Watch carefully. Brush the top with melted butter for a shiny finish.

Note: Instead of a skillet, spray a 9-inch round cake pan with nonstick cooking spray. Pour the batter into the pan and place on a shelf in the upper third of the oven. Turn the oven down to 375°F (191°C) and bake for 40 minutes. Brown under the broiler as above and brush with melted butter.

## **Grilled Bison Tomahawks with Brown Sugar and Chili Crust** *developed by John Walsh*

1 cup of New Mexican Chili Powder  
1 cup light brown sugar  
2 tablespoons of Kosher Salt  
1 each Gunpowder Bison Tenderloin (whole clean with silver skin removed) 3 to 4 pounds

Combine sugar, chili and salt together and rub the mixture on Bison tenderloin. Let the tenderloin rest in refrigerator for 6 to 8 hours.

Heat grill to 400°F

Grill Bison tenderloin for 6 to 8 minutes each side for medium rare. Let rest for 5-6 minutes before slicing.