




Randall placed jewelry only on dinner tables where Mayors felt it made sense, so although Rolex was a sponsor and has the longest relationship with the company (dating back to 1963), he opted not to include a timepiece in the centerpiece design because "it would look too much like you were trying to sell a watch." The same applied to Breitling's table. Both brands had a presence in the cocktail area, however; Rolex even had branded pillows on certain couches. The organizers added other decorative touches to the sponsorship tables "to make them feel special," such as napkins embroidered with that particular company's logo.

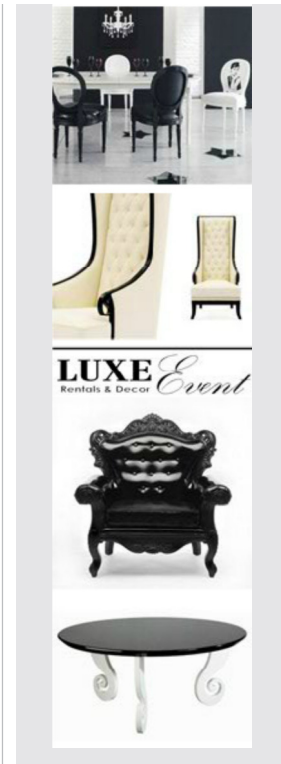
Throughout the dinner, two large screens in the ballroom ran congratulatory messages and testimonials from the different brands about their relationship with the retailer. The event also featured a proclamation by Miami-Dade county commissioner Joe A. Martinez and a performance by Cuban American recording artist Jon Secada, followed by dancing. Guests parted with a gentlemen's Italian leather valet tray, a ladies' leather jewelry roll, and signed copy of Secada's 2009 CD *Expressions*.

—Angie Romero

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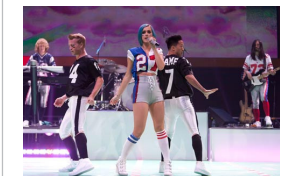
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