

Coronado

Holiday 2011

L I F E S T Y L E

MADE IN AMERICA!

Look what Christian, Allison and Zoe Rice found that was made in the USA.

(More ideas inside in our **Holiday Gift Guide...**)



Amanda McPhail, Creative Affairs, Inc.

Amanda McPhail is one of those people “who makes things happen.” She’s been doing that as long as she can remember. Details and organization have always been traits that come to her naturally.

Amanda is only 34 years old, but she’s racked up a solid two decades of experience that come to bear on her highly successful firm, Creative Affairs, Inc.

At age 14, Amanda obtained a work permit that allowed her to hostess at Peohe’s restaurant, and she stayed there until she went to college. And, remember the days of paperboys and papergirls? In the seventh grade Amanda had the largest route in Coronado for *The San Diego Union-Tribune*.

Throughout her college years, Amanda worked at Chameleon Café, Bistro d’Asia, handled bookkeeping at the Coronado Golf Course, assisted wedding planner Helen Walker, worked for Southern Hospitality Catering and worked a stint in the catering conference management department at one of Coronado’s resort hotels. On June 26, 2004, she received her bachelor’s degree in organizational development and behavior and started her own company the same day.

A member of Coronado High School’s class of 1996, Amanda is married to Chris Russell, class of ’94.

In 2007, Creative Affairs expanded when it signed an exclusive contract to market, sell, manage and coordinate all events that take place in “The Ultimate Skybox” at DiamondView Tower. Amanda’s firm operates the 2,500 square-foot rooftop terrace venue with killer views of the San Diego skyline. She’s arranged functions there for the Coronado Chamber of Commerce where she currently serves



on the executive board of directors.

Amanda strongly believes in giving back to others. Over the years, she has committed herself to donating her services to various nonprofits. By organizing charitable events, she has helped raise thousands of dollars, which justifies to her that she is in the right place and career.

Incorporated this year as Creative Affairs, Inc., Amanda’s firm handles all types of events — weddings, corporate events, grand openings, product launches, fundraisers, you name it, the firm will make it happen... beautifully.

Creative Affairs, Inc., has grown to a team of “nine amazing women,” as Amanda calls them. “If it weren’t for each and every one of them investing themselves and taking pride in what they do, we would not be who we are and what we are about,” she attests.

Amanda credits the “love and support from so many in Coronado” for helping her become the person she is today and for showing her what a true family is. “I am so grateful,” she says.

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