

Chocolate Mist Brownies, chocolate truffles by Kathy Johnson of Milwaukie, a white chocolate soufflé by Yours Truly Caterers of Portland, a chocolate hazelnut cheesecake by Carolyn Schnelle of Oregon City, a chocolate walnut cake by Mary Anne Cimino and the winner with the most outrageous name, a concoction called "What the Heck, the Dress Wouldn't Fit Anyway Chocolate Cake."

The "Reine de Filberts" torte by Carol Adams took the grand prize of \$250. The judging was based on four categories: Taste, texture, appearance and originality.

Among the audience at the Affair were casual admirers and true connoisseurs. Arthur Saffir, proprietor of Zenobia Dessert Specialists, is one of the latter. Saffir was there to display the chocolates and pastries he and his wife Donna (the chef) create. "Unlike some places, we do orders in advance, with an appointment," Saffir said of his Lake Oswego-based company (whose motto is "When champagne isn't enough"). However, he relented later and admitted "We have emergency capability, for those who just can't wait."

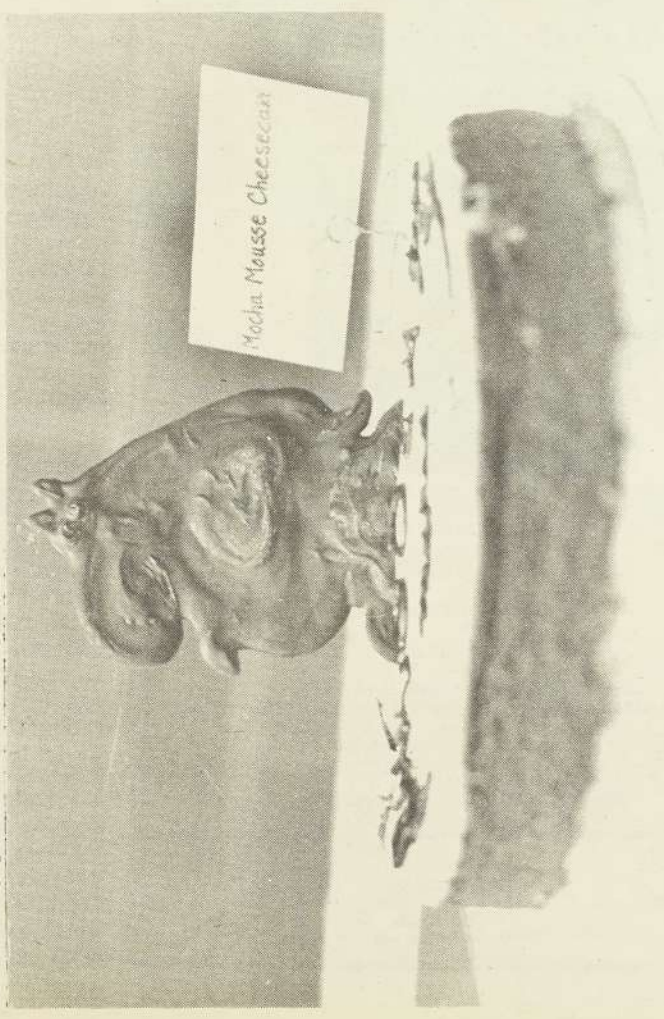
Saffir, a self-styled "Director of Seduction," said brownies are the forte of Zenobia. And Donna Saffir's secret? Naturally, it's the chocolate.

"The way to tell a real chocolate fanatic is: They will insist the chocolate be bitter," Saffir explained. "If you even mention the word 'sweet' to a real chocoholic, they get angry."

Saffir further explained that most chocolate made in the U.S. contains very little



CHEF'S BUILD A three-tiered stairway to culinary paradise.



A SYMBOL OF guilt watches over one of the delicacies.

# Take one bear, several artists, a beautiful chocolate and a fairy, culinary wonderful of wonderful Affair. and mounds of Chocolate get a

SHELLEY PIERCE, the model whose lips graced the Chocolate Affair poster.



j. dana haynes ..... words  
joel miller ..... pictures

of its namesake. The United States Department of Agriculture (USDA) insists on a minimum of only two percent chocolate in milk chocolate, he said. "The other 98 percent is Crisco and sugar, which might as well be Vaseline and sawdust."

Others included Nola's Cookies, which Joe Boliba's Filbert Fancies and Eat Your Heart Out Catering, which, in its eighth year, makes it one of the oldest companies represented.

Others included Nola's Cookies, which specializes in chocolate chip cookies, Rococo Chocolates, the owners of which individually wrap each purchase and Gramma Morgan's of Lake Oswego. Brent Heeb, the owner of Gramma Morgan's said he actually uses his grandmother's recipe for gourmet fudge. Although the company is only a year old, he already sells his gooey goodies nation-wide.

Another neophyte proprietor is Lynne Barra of Hillsboro. Her company is Paradigm Chocolate. Barra explained that "paradigm" means "A model or standard of excellence." Barra lists her operation as "a supplier of fine chocolates and haute fudge."

"This is all so exciting," Barra said of the Affair. "We are in an amazingly small industry. I know almost all (of the other entrepreneurs) here."

The key to success for any fund-raiser is how it is presented before the fact. In the case of the Chocolate Affair, it was announced by a widely-circulated poster and a rather unusual harbinger. The press releases and radio ads were handled by Jane, the Chocolate Affair.

The Affair, in her alter ego as Jane DeMarco, is an ex-school teacher and principal who is currently "taking a little R&R from education." Besides providing the voice for the radio advertisements and flitting about the Affair in a Glinda, the Good Witch costume, the

Affair also hand-delivered the press-releases on a silver platter to each newspaper, television and radio station.

The most obvious advertising for the event was the more-than-faintly erotic poster featuring the lips of Milwaukie model Shelley Pierce nibbling into a raspberry truffle.

The remarkable thing about the poster is the amount of work that went into it. Pierce, along with photographer C. B. Harding, worked for eight hours on the "shoot" and Pierce had to eat five boxes of candies. "The funny thing is, I don't really like chocolate," she said.

Pierce was on hand at the Affair to sign copies of the poster and to talk to disk jockey Jim Donovan of KCNR, who hosted the event. This is one of the last ads Pierce plans to do in the Portland area as she plans to move to southern California soon and try her luck modeling there. Pierce is represented by the Troutman Assoc. modeling agency.

Ironically, the lips in the poster belonged to Pierce but the hand and Regatta Red nails holding the truffle belong to another model, Kari Watson.

Other culinary concoctors included in the Affair were Haagen-Daas ice cream, Food In Bloom, Chocolates of Switzerland, Uncle Keith's Swiss Chocolate Fudge, Lindt's, Tout Sweet (the entrepreneurs of which, Lynette Coffel and Judy Mitchell, sell their confections to such big-name companies as Neiman-Markus and Gourmet magazine), The Chocolate Rabbit and Paper Panda, the Decorette Shop, The Veritable Quandary, and one of Portland's oldest and most respected mind-blowers and diet-destroyers, Roses.