MARCH2008 VOLUMEXIII ISSUE 6

hawkview

LA QUINTA HIGH SCHOOL

Happy Spring Break Blackhawks!

Make Way for Brandini Toffee

Jennifer Cortez
Hawkview

Recently, entrepreneurs and co-owners of Brandini Toffee, Leah Post (11) and Brandon Weimer (11), were filmed on the Martha Stewart show on Tuesday, February 26th. A clip of Post and Weimer making their sweet creation with Martha Stewart can be accessed by means of their website www.brandinitoffee.com through the Brandini Blog.

Due to the show being aired around the country on the same day it was filmed, Post, Weimer, and their families attempted to head back to their hotel rooms in order to watch the segment in time but were hung up in Grand Central Station. Instead, they convinced someone in a nearby shop to change the television station so they could watch themselves. "The people around us stopped and watched it too," stated Post. "It was an experience I'll never forget."

Before hearing the news they were accepted onto the Martha Stewart show, Post and Weimer received a call from a woman who acknowledged herself as the recipe producer from the M.S. show. A month after sending her their information and samples of their toffee, Post and Weimer were asked to appear on the show. "We were both super excited not only because we were going to be on national television but also because we were going to New York City," said Post.

After having been publicized on the show, they received many hits on their website and, of course, more toffee orders. "The most important thing we got from being on the show was being able to associate our toffee with Martha Stewart," added Post.

Post and Weimer hope that additional businesses and customers will take them more seriously, and that they will appear on other national shows in the near future.

A few months before heading to New York, Post and Weimer headed to the 2008 Fancy Food show in San Diego on January 13th-15th. Post and Weimer were escorted out because they were underage, and became involved with the head of security, as well as the president of the event. "They wrote us a custom contract allowing us to be in the show," explained Post. "We were the first ones under eighteen years of age [in the history of the Fancy Food show] to attend."

Post and Weimer had the opportunity of meeting CEO's and COO's of Jelly Belly, Guittard Chocolate, Enstromer's, Almond Toffee, and Almond Roca at the show.

Their business, now over a year old, has grown so much that they currently lease their own kitchen with four full-time employees. Blackhawk juniors Nicole Corona, Ryan De La Cruz, Connor Evans, Shane Pugmire, Laura Thornton, Alex Tourje, and Deidre York, also assist Post and Weimer in selling toffee every week. Their toffee has been shipped worldwide and even celebrities Avril Lavigne and Lionel Richie have sampled their toffee.

Their future ambitions are to create sugar-free toffee for their diabetic customers and to one day open a shop where people can come and buy the toffee themselves. But for now, Brandini Toffee can be bought through the Palm Springs Village Fest on Thursday nights (from 6 PM-10 PM, October-June), at their College of the Desert Street Fair booth on Saturday and Sunday (from 7 AM-10 PM, October-May), through their website (if you're shipping outside the Coachella Valley), or you can order some through Post or Weimer at school.

Hey Blackhawks!!

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Kinetix Has been working with LQHS athletes

Peter Solomon Places Second

Colby & Stephanie
Hawkview

After soldiering through a hectic district competition, La Quinta's Peter Solomon team was able to make a strong second place finish in the inter-district competition. Team members Casey DeWolf-Domingo, Stephanie Finch, Brandon Fujio and Kritika Thukral each picked up $500 in winnings.

The initial Desert Sands Peter Solomon competition in February, where La Quinta was defeated by Palm Desert, was later ruled null and void by the judges after it was revealed that Palm Desert was mistakenly given the questions prior to the competition. The teams reconvened for a second match where LQ overcame the competition—La Quinta scored 270, while Palm Desert scored 180 and Indio 100.

Top Ten Poet Laureates Announced

Joseph Deragisch
Hawkview

Over 250 submissions were sent in for the 2008 Poet Laureate contest. Just like racked up when it was over were chosen. Those top ten poets will now submit a portfolio of further writings to the panel and one will be chosen