

Just an Online Minute A Media Industry Social Diary

Just An Online Minute... METRO Spoons GLAAD At 230 Fifth Party

Kelly Samardak, Aug 26, 2009 03:00 PM

*METRO Redesign Launch Party, 230 Fifth, New York
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It's OK, you can admit it, we've all done it. Done what? Snarked under our breath about the after-work crowd at 230 Fifth. I've heard you say it, too. Starts with a D, rhymes with shooshbag? If you're a social networker anywhere near the Flatiron building, you've been part of that after-work crowd at some point, too. And it's OK. I'm here for you, because, not so secretly, I sort of enjoy it. You've got the black-dressed cocktailers, the "Magnum-P.I."-sunglassed bartenders, the bling, the bubbles... and last night this was augmented with a slender young fellow in a red Speedo-like mantie outfit who greeted me at the base of the stairs leading to the "heated" (it's what the sign said!) rooftop garden for the METRO redesign launch party.



Bubbles in the glass vs Bubbles the monkey - who wins?

Unfortunately, Speedo boy was not with METRO, but with the Gay & Lesbian Alliance Against Defamation (GLAAD). GLAAD was hosting their own get together and I immediately felt the need to text my single gay pals and urge them to crash. Up the stairs I went, my nose absorbing the quickly strengthening scent of women wearing Angel and bathroom deodorizing spray. When I arrived at 6:03 p.m., the check-in table was still figuring itself out, but I scooted in with ease. Already the cocktail soldiers were lined up, trays stabilized with slender tumblers of icy cold beer, delicate plastic champagne flutes tingling with what may have been a mango mimosa of sorts, and curvy glasses of chilled white wine - all sweating beads of drink-me perspiration.

I quickly met METRO Editor in Chief Tony Metcalf, and art director, Benn Storey, off the bat. I trundled into what felt like the VIP area because of open walking room and non sardine-like spacing -- where I found the super-fun Foto Novelty photobooth, tag-teamed by Artiom Cernei and another colleague. It's not your average photobooth situation. You and your cronies got snapped and slapped on the front page of METRO - which is what the guests got to take home with them. Lauren Berkemeyer, Marketing Director for METRO US, said when it came down to tschotskes and giveaways, everything just felt done to death. Everyone loves photos, so I'd say she made a great choice.

While blathering about naked neighbors and The Standard with Peter DeNat, Yelp's Brooklyn Community Manager and Jane Kwett, Yelp's New York Community Manager, I spotted a familiar Australian face in line. It was Josh Zepps, Internetly described as "Josh Zepps, International Man of Mystery...and Science" on science.discovery.com -- and his equally Australian pal. We found ourselves buried in predictions of when Paul Watson, rogue pirate on Whale Wars (shh, it's on NatGeo, not Discovery) would actually turn into a walrus. Predictions of uncontrolled rage releasing one tusk at a time were thrown about as well as the theory that perhaps he would just unpeel and a walrus body would roll out, roll off the deck, and ironically start snacking on one of the whales they were trying to save. Our walrusian reverie was thankfully interrupted by Miss Flavie Bagnol, Director of Communications and Troublemaking for Thrillist.

I ran off due to a flashback induced by visual confirmation of Wendy Diamond from "Single In the City." When I lived in Mount Kisco, NY, I would watch episode after episode of that show. They were the originals that no doubt inspired shows like "The Real Housewives of [insert stereotype-cultivating town here]." I mean, really, will someone do The Real Housewives of Mantua, Ohio? Better yet, don't, I want to leave that town as untouched as it's always been.

Wendy Diamond will always be from "Single In The City" in my mind, but the current weekly METRO Pets columnist, pet lifestyle expert, and animal rescue advocate was gabbing with the bright-eggplant-banged Mark Knight and Victoria Wells of the ASPCA. I thought, "Hey, I'll set up a shot here." I got everyone together and was about to take the picture when the other photog split through me with an "Excuse me" and said, "Well, since you're all together..." and took the shot. Instead of quickly getting out of the way so I could take the shot that I'd set



Another Great connection brought to you by mini burgers



Mark from the ASPCA knows a bit about the dog days of summer

up, he stood there and showed the pics to one of the people, while everyone dispersed.

I stepped away, fuming only slightly because really, who could fume at full blast on such a beautiful summer night - which I discovered was relative. Some people thought it was a little hot, but since I don't have working a/c in my apartment, it felt downright delicious to me. While counting to ten on a set of steps, I heard "How many black people you have in there?" I considered this for a beat, since I don't ordinarily keep a tally, "Um, maybe 4-6 ?" as I looked at the crowd, which was pretty diverse. "Well you don't have us in there." And that's how I met Demetric Duckett, VP/Community Finance Officer and Karen Philadelphia, Marketing and Innovation, both of Carver Savings Bank, a 60-year-old community bank in Harlem and the largest African-American-managed bank in the country. They're two spunky folks I would gladly sip drinks with any day.

When you hear Sherman Boxer, what do you think? Hopefully, real estate. He's president of Sherman Advertising Associates, passionate about real estate advertising. And he was born with an advertising name, so good on him! After Sherman, I met Amanda Munoz and Meg Rushton of Fodor's who were patiently waiting for beverages while eyeballing the fun photo situation. I had just discovered that my wine was now all over George Tsaros's, Managing Director, Publisher, METRO US, pants and shoes and told them so. When I ran into them later, one had actually ordered a new glass for me - and I didn't even ask! See, those are good people. I also met the vivacious Alexa from Streeteasy and Derek from The Real Deal - both in real estate. Oh, hey, guys - if you are in rentals too, my fabulous +1, Gail Hilton of Thought Equity Motion, is looking for a place. Hook it up!



It's what's inside that counts

I almost forgot! As I was debating my exit I saw Brian Kantor of Blackbook in line. I think the last time I ran into that guy was during CMJ at Royale. I squirreled him in the winding down soirree just before I left.



See, sir, this glass is neither half empty NOR half full

With mini burgers, chicken chunks, samosa-like things, and a constant flow of bubbling bebies and uproarious (I've always wanted to use uproarious...) random conversation, last night was an easy good time. I walked home to my non-air-conditioned apartment with a smile on my face, still getting hit with Whale- Wars-sized waves of laughter about the Paul Watson/Walrus transformation.

[Check out the rooftop fun in the photo set!](#)

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