

Protecting the
SACRED TRUST
of sports

SPORTS, C1



Time to revitalize
CAPITOL MALL?

VALLEY & STATE, B1

AWAKEN THE SENSES
with chocolate
and a kiss



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Business

BUZZ

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"The sleeping giant has awakened."

Amina Donna Kruck

Chairwoman of the Arizona Disability Advocacy Coalition, referring to an event last week that attracted more than 100 advocates to the Capitol for training on the importance of getting to the polls and having a voice at the Legislature

DID YOU KNOW?

Business is sweet

More than \$1 billion is spent on confectionary products on Valentine's Day, 75 percent of it for chocolate, according to the Chocolate Manufacturers Association. Another \$937.5 million is spent on cards, second only to the \$2.29 billion spent on Christmas cards, the Greeting Card Association says.

SEEN & HEARD

Adult Classical

Castle Megastore is taking a cue from upscale department stores: the adult novelty and video retailer has been entertaining guests at its Deer Valley location with live piano music on select evenings leading up to Valentine's Day.

Mark Franks, Castle Megastore president and chief executive officer, said he got the idea to hire a pianist when he was shopping at Nordstrom during the holidays.

"A lot of people have called us the Nordstrom of the adult industry," Franks said. "We're not a seedy, cagey operation. We're a high-class operation."

Deepening the Castle-Nordstrom connection, the musician that Franks hired was a former pianist at a Nordstrom in San Diego.

Franks said the piano music is a classy way to boost sales leading up to Valentine's Day, the biggest day of the year in the adult retail industry.

"It's been so successful that I've been thinking about keeping the piano there year-round," he said.