

Sophistication Is Overrated

Babs Horner
& Susan Palma

FOR IMMEDIATE RELEASE

Sophistication Is Overrated Offers New Twist on Entertaining— It's the Coffee Table Book You'll Actually Use

Sisters Babs Horner and Susan Palma Release *Sophistication Is Overrated*,
Featuring Delicious Recipes Plus Out-of-the-Box Tips and Tricks for Unforgettable Entertaining

DALLAS – Using their artistries as a gourmet caterer and interior decorator, authors and sisters Babs Horner and Susan “Sue Sue” Palma announce the release of their coffee table book *Sophistication Is Overrated* (Brown Books Publishing Group). And it is not just *another* coffee table book to sit lonely on a bookshelf, but one that you will continually reference for inspiration, recipes or even a good laugh.

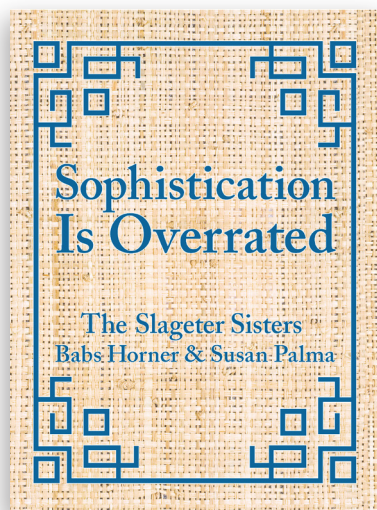
In *Sophistication Is Overrated*, which is a testimony to both refinement and fun, readers can find demonstrations on how to prepare—often ahead of time—rave-reviewed recipes, which are big on flavor and light on butter, as well as inspiration for creative and beautiful tablescapes utilizing pieces found in readers' own cabinets. The party ideas are showcased in two versions: “So Chic,” with elegant crafts and décor, and “So Slageter,” with rubber chickens, wacky costumes and a healthy dose of humor.

Horner and Palma, better known as the Slageter Sisters, whose laughter and zest for life is infectious and reflected throughout the book, believe that serious sophistication is entirely overrated.

“Although we have some of the most sophisticated friends, we think and feel we have proven that entertaining can be simultaneously beautiful and funny,” Palma said. “We all need to laugh more; as John Powell said, ‘Blessed is he who has learned to laugh at himself, for he shall never cease to be entertained.’”

Horner lives in New Canaan, Connecticut, and is a gourmet caterer of Absolutely Babulous and a needlepoint entrepreneur with It's a Stitch. Palma lives in Dallas, Texas, and is a nationally and locally published decorator, owner of Susan Palma Interiors and co-owner of The Design Girls with Muffin Lemak.

For more information on the Slageter Sisters, upcoming events and to purchase the book, visit www.SophisticationIsOverrated.com.



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SOPHISTICATION IS OVERRATED
BISAC: COOKING/ENTERTAINING | ISBN: 978-1-61254-216-4
HC \$55.00 | www.SOPHISTICATIONISOVERRATED.COM

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ABOUT THE AUTHORS



The nuns would not approve of any bragging, but . . .

Babs Horner is a gourmet caterer of Absolutely Babulous and a needlepoint entrepreneur with It's a Stitch. She lives with her husband Jack in New Canaan, Connecticut, and has two daughters.

Susan "Sue Sue" Palma is a nationally and locally published decorator, owner of Susan Palma Interiors and co-owner of The Design Girls with Muffin Lemak. She lives in Dallas, Texas, with her husband Gene and has two sons.

The sisters are not socialites, but instead call themselves *fauxcialites* who have planned and directed numerous charity events. These have included galas, a luncheon for one thousand, a black-tie comedy night, Festival of Trees and Deck the Hall seasonal events, various school carnivals, and auctions from coast to coast. Both have been lucky to have had repeat clients for twenty-five years.

In addition, they are both addicted to Pinterest and are proud members of the clubs Fruit of the Month and Costco.



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Q&A WITH SUE SUE AND BABS



1. What inspired you to write *Sophistication Is Overrated*?

Our parents and friends inspired us. Through the years, our friends frequently called us for party tips, including asking about recipes, decorating tips and other random, funny ideas. We thought, instead of continually answering hordes of individual emails, why not compile all of our ideas and tips in one book?

During the book-writing process, we have been overwhelmed by the amount of support these friends offered and felt very lucky to enjoy sister time together. Since we have always lived thousands of miles apart, we saw this as a way for us to get together and hit the road touting our “new baby” now that ours have flown the coop.

2. You often mention your family and talk about (and even quote) the nuns; how did your upbringing play a role in this book?

We had such a warm, uncomplicated and happy childhood. We do realize and appreciate how lucky we are to be able to claim this statement. But because we have read so many fractured-family memoirs, we thought our upbeat, how-to stories of a loving, encouraging and funny family were due to be told.

Also, since our Catholic school attendance was from first through 12th grade, we had plenty of opportunities to take down quotes from our nun mentors from our “one-on-one” conversations (in detention) with them!

3. How did you come up with the concept of showcasing the *So Chic* party followed by the *So Slageter* party?

We always wanted to showcase the *Slageter* (more fun) way. A successful good friend said that she would never want a humorous coffee table book, and then a successful book agent advised us to only do the funny part. So we listened to both. Besides, we wanted to showcase both sides since we have beautiful wedding gifts that we wanted to display along with our blowup doll friends, who always help lighten the formality and put people at ease.

4. Where do you find inspiration in coming up with your party ideas?

The inspirations for our party ideas were easy; some are the exact parties our parents hosted, and others were fashioned through our own experiences.



5. Sue Sue, your design talent can be seen pinned all over Pinterest and read about via reputable publications, and Babs, you're a talented cook and owner of a successful catering company; how do you think, collectively, your design background and cooking skills assisted in the creation of this book?

Sue Sue: I've been a decorator for eons. During high school career days, I always preached to "do what you love, and you will never work a day in your life." In design, we see beautiful visions daily, in showrooms as well as in clients' fabulous homes. I have learned that attention to detail is paramount in creating any space. Our mantra has always been "It's *all* in the details." Writing a book is extremely detailed as well, which has helped tremendously in making sure we didn't overlook any details for this project.

Babs: I still cannot be prided away from that Easy Bake Oven! I often joke about how I remember getting to first grade, thinking, *What happened to that play kitchen set that we had in kindergarten?* I enjoyed whipping up all the recipes (to be camera- and guest-ready) for their photo shoot before being featured in the book.

6. Where did you get the idea to incorporate relevant quotes throughout the book?

"If you aren't laughing, you aren't living." —The Slageter Sisters

We love quotes and have always kept notebooks handy to record them when reading. Scroll through Pinterest and Instagram; obviously, from the amount of pins and pictures, we are not alone in seeing their merit. We think the themes in each of our chapters are ripe for great words of wisdom. Who doesn't like the clever, succinct advice in a quote?

7. For the hosts/hostesses who don't know how to unleash their fun side, what encouragement could you offer them on how to tap into their fun energy?

Start small (fiber optic party favors? funny hats?), and see how it's received. We always invite just one person who we *know* will laugh at anything. Everyone needs that person in their life regardless, so it's wise to find one. If that party goes well, pretty soon you'll be wearing those costumes every night, like Jimmy Fallon.

8. What advice would you offer to a beginner party host/hostess?

"Just Do It!" Like exercise, the more you host, the more proficient you'll become. How about pairing the duties with a friend? Or start simple, like inviting only a few friends just for cocktails. One time, we invited our new neighbors *before* we learned that they owned one of the best restaurants in town. I panicked, called Babs for her best soup and salad recipes and broke out the wine! Bingo!

9. Your book offers inspirational party ideas, both tasteful and with a fun Slageter twist, but what message do you hope readers take away?

Humor and laughter! Actively look for humor all around you. A good comb-over can make our week! You just have to be observant. Don't take yourself so seriously. We feel trying to be *cool* is the opposite of funny . . . just saying.

