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Vet's Building Re-Branding Itself as Events Center

By Cathy Tyson



Veterans Memorial Building Photo courtesy Ed Stevenson

through a selection process, interviewing potential candidates and eventually found a winner in Fraiche Catering - pronounced Fresh. Although Fraiche is now permanently renting the kitchen at the Veterans Memorial Building, outside vendors are an option for clients who would like to use the facility. "We wanted to be flexible and available to the community," said Stevenson.

Veterans groups like the American Legion, the VFW and Marine Corps League still regularly hold meetings and dinners there. They all still get first dibs on booking events.

Locals may be more familiar with Fraiche's previous incarnation, Patrick David's restaurant. The restaurant is still open in Danville, but not associated with former head chef Patrick David Schoolcraft.

"There was a big misconception," said Laura Schoolcraft, Fraiche Catering Director of Business Development. "You don't have to be a veteran to use the veterans building." That's the theme behind the re-branding effort. Since they have come on board, "The business has changed drastically," said Schoolcraft, "My goal is to help keep the building solvent and support the Veterans." Her husband, Patrick David Schoolcraft, is the Executive Chef; he's owned and operated a variety of restaurants over the past thirty years.

So far Stevenson says the Fraiche team is doing a terrific job, the quality of events has greatly improved and the food is absolutely delicious.

Right now Fraiche is working on developing a logo for the Events Center; they already have a website, lafayetteeventscenter.com. Fraiche Catering can be reached via their website www.fraichecater.com. The original Veteran's Memorial Building still has a website at www.lafayetteveterans.org. For engaged couples looking to tie the knot, all the highlights and services of the Lafayette Events Center can be found at www.herecomestheguide.com

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