



CHAPTER EIGHT:

## SUGAR OFFLINE

In the Introduction to this book I spoke about the isolation that people living unconventional lives often experienced before the Internet connected them with one another. The lack of a central meeting place probably meant fewer people lived the Sugar lifestyle than actually wanted to. Still, those who were determined did manage to find one another. After all, people have been doing the Sugar dance, in one form or another, since time immemorial. You might want to explore some of the time-worn methods practiced by your histori-

They don't have to rearrange their lives or their activities in order to meet beautiful women.

Sugar Babes, ask yourselves this: when you imagine the ideal Sugar Daddy, where is he and what is he doing? Is he on the crowded floor of the New York Stock Exchange, wheeling and dealing? Riding his horse around his Scarsdale estate? Drinking espresso on the deck of his beachfront home in Malibu? On a long haul flight in business or first class? At a party in Beverly Hills talking to Jude Law? One thing you can be certain of: busy millionaires aren't hanging out on MySpace talking about their favorite music downloads. They don't have time – their plane leaves for Paris in two hours.

### Ground Zero: Sugar Bowl USA

Millionaires live in every part of the country – and the world – but some areas of the U.S. are literal money hubs. Naturally, that's where you'll find the people who do a lot of getting and spending. (As they always say on crime shows: *Follow the money!*)

Some cities are more equal than others. Think about it: where are the seats of American power and money located? If you guessed New York, Washington D.C., Los Angeles (Hollywood), and Las Vegas, you hit the jackpot. Each of these cities is home to some big-money industry: New York is the financial center of the universe; DC is rife with politicians and the corporate players who control them; LA/Hollywood is home to the movie biz; and Las Vegas is... well, Las Vegas' industry *is* money (with the added attraction of lenient divorce laws and handy little wedding chapels standing by). Because they attract the rich and those who aspire to be, each of these cities is Ground Zero for Sugar.

Every city has its hot spots, and they're written up in magazines that cater to the elite: *Los Angeles*, *New York*, San Francisco's *7X7*. Go to the library and pore through back issues. Read local newspapers, especially "three-dot columns" devoted to news of the rich and famous; you'll find out who was seen where last night, who goes to which fundraisers, who hangs on which person's arm and which one's arm is currently empty. You might even find out who's likely to be where the very night you're in town. Sugar Daddies don't stand around the airport waiting for an interesting piece of luggage to pass by; nor do they just fall off the back of a truck. Do your homework.

In your daily life, begin thinking like a rich person: choose the places you go to using a new set of criteria. For instance, you probably use the dry cleaners closest to home, the one that does a great job, never lost your leather jacket, and charges reasonable prices – all of which makes good sense. From the perspective of your Sugar hunt, however, it makes better sense to take your clothes, even if you have to *schlep* across town, to the place that advertises a specialty in fur, leather, designer clothes, or – and I've only just discovered this – "Executive Shirt Service."

Here are some more ways to incorporate Sugar into your diet:

- As attached as you might be to the neighborhood coffee shop where you know everyone and everyone knows you, it's time to trade up. Start getting your caffeine hit in the Financial District, at Starbucks or another café, just so long as it's filled with suited executives reading the *Wall Street Journal*. You, on the other hand, should be reading some trendy new book on black holes in space, or charging your brain; any complex

- Speaking of hotel lobbies, they're terrific meeting places. The best times of day are just before meals, when everyone meets in the lobby and heads to a restaurant. Order a cocktail or coffee and sit on one of the plush sofas, reading that trendy book. *Caveat:* Hookers and upscale escorts frequent hotel lobbies; staff are hip to them and regularly throw them out. Dress conservatively and carry an upscale shopping bag or two (with something in them) so as not to be taken for a hooker.
- When flying somewhere, if you can afford it, upgrade to business class. (Some airlines let you use frequent flyer miles to upgrade.) A famous TV reporter got upgraded, when she was a college student, to Business Class, and that's where she met her Sugar Daddy.
- Attend free art gallery openings...go to wine tastings...stop in at food festivals held in urban parks on holiday weekends. Gourmet restaurants set up sampling booths at these festivals, and where there's gourmet food, there's gourmet people.
- Instead of going to a crowded singles bar for an after-work cocktail, try a lounge like The Redwood Room in San Francisco's Clift Hotel, the newly reopened Plaza Oak Bar in New York, or the swimming-pool bar of Miami's Fountainbleu.
- Looking for a new car? Yes, I know, you're headed for the Toyota dealership – but it wouldn't hurt to take a peek in the BMW showroom. Not only might you bump into a potential Sugar mate, you'll most likely get a chance to drive a Beamer. Sure, it breaks your heart to go back to the Toyota – but 'tis better to have driven and left a Beamer than never to have

know whenever they have an event, like their annual reception. Go to these; you'll meet the wealthier donors.

Enter your name for the door prize at an art gallery opening. Get on lists for film festivals, charity fundraisers, and golf tournaments, and be sure you receive their newsletters and event invitations. Some of these are quite affordable or even free.

Get on the A-list for invitation-only parties celebrating the openings of new top brokerage firms, record labels, the premiere issue of a magazine, or movie openings...everybody knows somebody who knows somebody who's willing to get you a ticket.

This may sound strange, and it's not for everyone, but...on any given night of the week Alcoholics Anonymous and their many offshoots hold scheduled meetings – some of which are in the most expensive neighborhoods in town. You don't necessarily have to be an alcoholic to attend: they also sponsor Al-Anon, for people who are close to alcoholics or addicts. For decades people have been joking about AA being the biggest dating service in the country, so if you can find the meetings that attract the wealthy, you're not doing anything so different from anyone else. (*Caveat*: By doing this, of course, you're choosing former addicts as potential Sugar mates.)

### Personal Ads

Since the proliferation of online dating, personal ads have lost some of their luster. For awhile, back in the '80s, ads were all the rage, but no more. It's just as well: newspapers don't screen their ads, so anyone can place one, even someone running an escort or dating service. Also, ads aren't conducive to quick or effective matchmaking, since it's impossible to include enough information

this magazine can easily see your ad – so it had better be discreet. At the same time, you want to let someone know you're not just looking for a date or a spouse; you're looking for something quite specific. It's a bit of a dilemma.

One solution is to write the ad like any other personal, but with a buzz word or phrase thrown in here and there: *arrangement, mutually beneficial, NSA, exchange, discreet, privacy, age not a factor*. Another option is to keep the ad brief, and wait until your first correspondence to talk openly about what it is you're seeking. Even if you just include your age and say "*Age not a factor*" at the end of the ad, a Sugar Baby or Sugar Daddy's antenna will twitch, and they'll respond.

Once they do, the process becomes pretty much the same as the Internet search. If you don't give out your email address, the correspondence phase shouldn't get too dragged out. Be sure anyone who responds to your ad understands this is about Sugar dating. If they didn't realize it, and aren't familiar with the concept, direct them to the Internet to read about it. Of course, you can explain it; but if they see an entire community and movement connected to Sugar dating, they're more likely to respect it.

As I write this, I'm wondering why anyone would want to go the personal ad route now that we have the Internet. I don't see any benefits to the personals, and a lot of drawbacks, for instance, having to explain Sugar dating to a novice. If for some compelling reason personal ads are your thing, though, then go ahead, but in my opinion you're a lot better off with a service like [SeekingArrangement.com](http://SeekingArrangement.com).

You may have noticed that most of the strategies in this chapter

don't involve a lot of unusual activities: the fact of the matter is, you can meet your Sugar Daddy or Sugar Baby anywhere at any time. At a restaurant, or an outdoor café. In an upscale store or a high-end boutique. Drinking your morning coffee. Sipping an evening cocktail. At a car dealership. On the plane.

Learn to integrate your life with your search, until eventually they become one. Knowing that you might meet your Sugar Dream while doing something as mundane as picking up the dry cleaning will motivate you to look good every time you leave the house. Eventually it'll feel easy and natural. Without undergoing a conscious, grueling process, you'll begin to change.

One day you'll look in the mirror and realize you've evolved into the person you wanted to be. As Kurt Vonnegut once said, "*We are what we pretend to be.*"

He meant that, after we play at being someone long enough, we ultimately turn into that someone.

That's what happens to people who play in the Sugar Bowl. They become who they wanted, pretended, and hoped to be. They become Sugar Babies and Sugar Daddies. Sweet.

And, by publishing your email address, you'd most certainly be attracting spam and worse, a virus or worm that could destroy your PC; most people send and receive personal ads the old-fashioned way – by snail mail, to a P.O. box.

However, personal ads still have their place, namely, in niche magazines such as *Yachting* or *Inc.* These are excellent places to advertise – discreetly – for a Sugar relationship. Spend an afternoon doing research in a major bookstore that has a big magazine section. For almost any human interest you can dream up, there's a magazine: golfing, wine, gourmet food, antique collecting. Choose those that hold some interest for you; for instance, if you love sailing, get a copy of *Yachting*; if you're a dog lover try *Dog Fancy* or *The Pampered Puppy*. Better yet, specialize even more exclusively with a magazine devoted to a specific breed of dog; these are likely to attract wealthier readers. (You can learn about this subculture by watching dog shows on Animal Planet.) Also read general interest magazines catering to the rich, such as *Town and Country* and *Harpers*.

*Caveat:* Magazines are expensive, and buying a bunch of them can cost a bundle. Libraries carry some – and don't pass up the ones in your dentist's office!

If you're going to place an ad, choose a magazine most likely to be read by the kind of person you're interested in, and first make sure they actually do run personals. As you look through the magazine, pay attention to the regular advertising, as well as reading some of the articles to get a feel for the lifestyle. These specialized groups are actually subcultures, with their own cultural signposts, lingo, style, and accessories.

Here's where the Internet has it all over print: everyone who reads



driven one at all. Besides, at the rate you're going, a BMW will be yours someday soon, so you might as well get familiar with it.

Cities aren't the only places to hunt for Sugar – far from it. Certain beach or golf resorts are known to attract the rich and elite – places like the Pebble Beach Golf Course in Carmel; Martha's Vineyard; Vail, Colorado or Park City, Utah for skiing. Of course, Sugar Babies will have to do some fancy finagling for places to stay, since you probably can't yet afford a house or hotel room on these sugar plantations. Then again, you don't have to actually stay overnight: you can just go for a meal or a drink.

Sailors and yachtsmen are always looking for crews – and not just chief cooks and bottle washers. They also look for beautiful women to bring along on whatever ocean voyage they're taking. This will take guts, because once you're out on the sea there's nowhere else to go if Sugar Dad turns out to be sour. You might try to get to know him some first, by finding him through an ad in a publication called *Latitude 38*. Look under the "Crew wanted" ads, *carefully*: sometimes the wording isn't as up front as it is on the Internet. Fall is a good time to begin this search, since just before Halloween the boatsmen descend on the marina in San Diego to organize a trip to Baja California. Even if you don't answer an ad, it's a good idea to attend the festivities in San Diego; everyone's partying on the boats, and you never know who you might meet.

Here's a bit of irony: while most people want to get *off* mailing lists, the Sugar Baby on the hunt should get *on* as many as possible – that is, on a certain class of mailing list. Make a small donation to your nephew's elite private school and you're on the list; now you'll

subject will do, as long as it really interests you. When is a book not a book? When it's a conversation piece.

- Take an inventory of all the places you go – bank, food markets, wine shops, home improvement stores – and do the same thing as with the coffee shop: find the most upscale version, or one located in an expensive neighborhood. Unfortunately, you'll no longer be able to dash out wearing sweats and a *schmatte* on your uncombed hair; you'll have to pay more attention to what you look like when you go out on even the most trivial errand.
- Pay attention to cars. Make a mental note of the streets or neighborhoods where you see more Rolls Royce's, Ferrari's, Porsche's or Mercedes – or private limos.
- If you're going to the mall, choose one with the most expensive stores (Neiman Marcus rather than JC Penney) located in the ritziest neighborhood.
- If you find out a technological convention is in town, see if you can go to some of the exhibits or workshops – or hang out in nearby clubs and cafes to meet wealthy techies. Too nerdy for you? Where'd you think Bill Gates came from?
- Keep your eyes peeled for other events likely to import out-of-town Sugar. For instance, if you want to meet famous buff athletes, and baseball's July All-Star Game is scheduled in your city, plan your week around it. Events subsidiary to the game include a parade, autograph signings, and a huge exhibit. In between baseball events, Derek Jeter and Alex Rodriguez have a lot of down time to fill. Find out which hotels the players are staying in and hang out in the lobbies or lounges.

That doesn't mean you should pack up all your belongings and move to one of these places; it does mean that you should plan to spend your next vacation in one of them – or, if you live close enough, go there for a day trip or a for a weekend. If you'd rather be on the beach than in the city, check out one of their annexes, such as the Hamptons in New York, or Malibu near LA. That's what I mean by a common-sense approach: whatever you happen to be doing during the course of your normal life, choose to do so in a way and a place that'll put you in contact with the wealthy. But first you'll need to identify exactly where they gather – you can't just land at Kennedy Airport and holler, "Yoo-hoo, Sugar, I'm here!"

### Haunts of the Rich / Playgrounds of the Wealthy

In every city, certain bars, restaurants, and cafes are known as *the* places for *the "in" crowd*. Depending on social milieu or profession, people go to specific places to see and be seen, to network, or to wheel and make deals. Elaine's in Manhattan, for instance, has been known for decades as a late-night hangout for theater people. Michael's Pub in the East 50's, where Woody Allen regularly jams with the house band, is Monday night's must-go-to place. For sushi, entertainment people go to Nobu; for pastrami sandwiches it's the Carnegie Deli.

On Pacific Coast Highway in Malibu there's a diner where people whose names dominate the headlines go to eat breakfast. If you work in high finance or want to meet those who do, go further north, to San Francisco, and have a drink at The Top of The Mark, a cocktail lounge in the penthouse of the Mark Hopkins Hotel. The Redwood Room in the theater district is another SF "in" place, with a slightly older clientele.

cal foredaddies and forebabies as an adjunct to your online search. Some of the things they did, such as watching high-class boat races or lurching in ritzy country clubs, sound like great fun.

Sugar Babies found their Sugar Daddies, and vice versa, through personal ads in newspapers, by frequenting places where the wealthy tended to congregate, and by being inventive and creative. This route calls for a diligent, well-planned yet common-sense approach. The main strategy is to put yourself, as often as possible, in the path of the people you want to meet; you could almost call it stalking, but without the negative connotations usually associated with that term.

The dictionary definition of *stalk* is "to move stealthily." That's fairly benign, which is not how we tend to think of stalking. But in the hunt for a Sugar arrangement, moving stealthily is precisely what you do: you don't behave or appear desperate, and you don't rush into anything. You quietly go wherever you're likely to meet the people you want to meet. If that's stalking...well then, let the stalking begin!

Pre-Internet, a Sugar Baby went about her hunt for a Sugar Daddy with dead seriousness. Pre-feminism and the sexual revolution, there came a time in every girl's life when she focused all her wits and energy on finding a husband; the Sugar Baby did the same, except she refined her search to a specific kind of man, and with something more exotic than marriage as her goal.

Every serious endeavor begins with a plan. This goes for Sugar Daddies as well as Sugar Babies, even though we're talking more here about steering Babes toward those areas most heavily populated by Daddies. In a way, guys have a big advantage offline: Babes come looking for them, so they can just sit back and wait, at least initially.