



Matt Lauer backstage at TODAY



Backstage with Brooke Shields



Joe Torre in Yankee dugout



Egi Maccioni has a Happy Birthday pull



Chef Daniel Boulud in the 'Skybox' at Restaurant Daniel

Of course I had to arrive back in Manhattan for Egi Maccioni's glorious 70th birthday bash at Le Cirque Restaurant. As you would expect, Egi, the wife of Srio Maccioni, did not have an ordinary birthday cake. Hers was in the form of a giant chocolate slot machine that spewed out several chocolate cakes with blazing candles. And the crowd sang, **"Happy Birthday, Egi!"**



Sirio Maccioni at The Friars Club Book Launch Party.  
Photo by: Richard Lewin



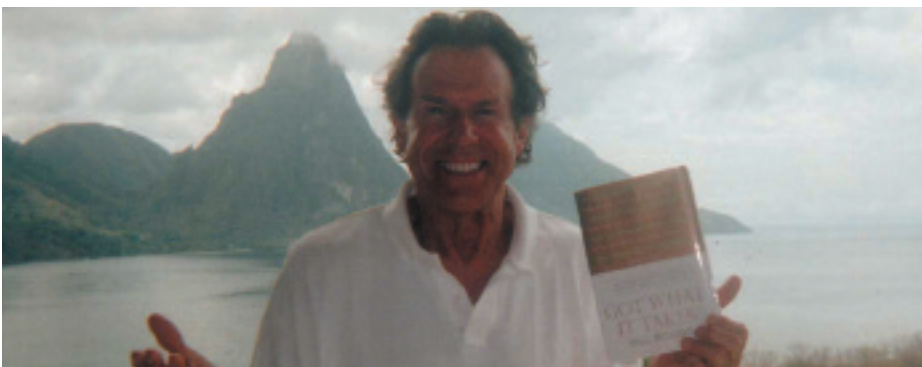
Jane Friedman, President of HarperCollins at the Friars Club Book Launch Party. Photo by: Richard Lewin



Marco Maccioni at The Friars Club Book Launch Party. Photo by: Richard Lewin

Work for me since my last BLACKTIE column has focused on the writing of my book, "Got What it Takes?" ([www.got-whatittakes.net](http://www.got-whatittakes.net)) I interviewed a diverse line up of successful people to find about about the "secrets" of their success. Among the 44 people in the book are Matt Lauer, Brooke Shields, Joe Torre, Renee Zelwegger, Sir Richard Branson, James Blake, Diane von Furstenberg, Bobbi Brown, Jim Cramer, Jeff Zucker, Bobby Flay, Daniel Boulud and on and on. I found myself in some interesting spots for interviews--backstage with Brooke after her performance in "Chicago," on the bench at the stadium with Joe Torre and in a small room at NBC with Matt Lauer minutes after he finished the "Today" show, and Daniel Boulud in his restaurant's "sky box" before he began the day's prep work. Taken together, I think all of the material in the book--gleaned from 2000 pages of transcripts--is going to help people. I sure hope so.

Until next time.  
Bill



Got What it Takes? the book  
[www.billboggs.com](http://www.billboggs.com)