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IN WORDS, OF DEEDS

DRINKWATER'S
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CBNC

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image.

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“Sexed Up” CBNC

by Jerry Harper

Photography by Steve Gladysz

Attend CBNC and you will dance. There's no way around it. You might want to show up and scope the place out to see who's hot and who's hot for you, but the next thing you know you'll be on the dance floor sweating up your new Kenneth Cole shirt. You don't think so? Then let's say you're kicking back on a plush couch in the lounge area entranced by the images on one of the many wall hung flat screens. You may just be nodding your head to the DJ's beats, but once your hips start gyrating, you're dancing. Look it up in Webster's if you don't believe me. The point I'm trying to make is that you'll have to work pretty hard to not have a good time at CBNC.

From the time you first step in as you tuck your ID back in your wallet or purse, to the dreaded scream of last call, an intoxicating party atmosphere will strangle you. The club has a 'groove all night' feel to it, and for good reason. CBNC was designed with a strong Las Vegas club influence. That influence lends to the ambiance that causes you to lose track of time and just enjoy yourself. If you're like me, the first thing you notice is the bar. Big and centrally located, just how I like 'em. Then you'll see the brilliant colors of various music videos on 52" plasma screens above the bar. Similar images are projected on the wall behind one of the two lounge areas. This lounge area faces the dance floor and has comfortable couches encircling convenient coffee tables. If you plan on running up a decent tab you might as well call ahead to

reserve
a spot in this area.

Decorative conversation pieces abound. Walls that are filled with glitter that dances in a rhythmic ballet periodically hypnotize patrons. Behind one of these walls is another lounge area perfect for resting your dogs while you finally find out the name of the cutie you were just dancing with. The glitter wall shields the pulsating beats from the dance floor just enough to make flirtatious banter a possibility. In this area you may feel as if you are on the set of MTV's Real World while you sit on the colorful odd shaped couches. If I remember right, I believe I was sitting on some big ass red lips at some point. This section has easy access to a side bar as well as servers who are eager to please, so there's no need to fight the crowd when you buy that special someone a drink. As for those who are keeping score... yes, that would be bar number two. On the opposite side of the club you may get a peek into the Owner's Box. If you see people in the box suddenly erupt into a frenzy of 'high fives' and cheers do not be alarmed. It may just mean that someone scored a touchdown on John Madden 2003. This roped off area contains yet another plas-

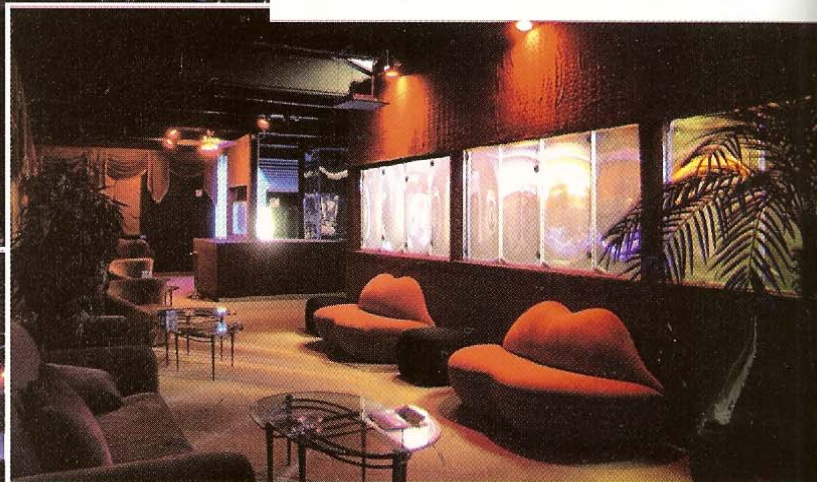
ma screen hooked up to an X-Box, making this a prime destination for celebrities and anyone else who gets invited in. Not only is there a nice view of the dance floor, but there is also access to a bar. We'll call this bar number three. Sandwiched

“Sexed

between bars number two and three is the DJ booth, which is flanked by cages for dancing girls. Both the cages and the booth are showcases of Aaron Voigt's artistic metal work.

When you first walk in you may notice a velvet rope blocking off the VIP lounge. This lounge has the possibility to become world renowned. Accented by its own private DJ, this section is both sexy and invigorating. Private booths line the wall. Each booth has its own 15" flat screen tuned to videos and various images, and a curtain that can be closed for privacy. Get those 'behind closed curtain' fantasies out of your head as management insists that there is no hanky or panky allowed. Inform management of your intention to purchase a couple of bottles and you can be escorted into this seductive section. Beware of the sofas. They are so comfortable that I sat on one on a Saturday night and didn't wake up until Tuesday afternoon.

If something like that happens to you, do not worry. The staff at CBNC is friendly and accommodating. Owned by Jodi Upton of Exotic Auto Sales fame, the staff is an all-star mix of professionals. Twins Jimmy and Jesse add a touch of that East Coast flava while they manage the floor. Tim, another floor manager, adds his experience to the mix. When talking to this



Photos: Steve Galdysz



Up”

trio about CBNC you notice a strong sense of pride. While the same crew that gave life to various joints in Vegas designed the club, the staff handled all the décor personally. This shows a commitment to customer care and satisfaction that is rare. Marketing Director Lee Baron brings an old school approach to the club. Lee, in his tatted glory, has been promoting around the Valley for 8 years and knows how to bring in a crowd.

And speaking of crowds, I don't know too many guys who would turn up their nose if they walked into a club and saw nothing but a sea of beautiful women. Whether they're on the dance floor shakin' that thang, or taking advantage of the bar manager Dimitri's drink specials, they are all over the place. And for good reason. If they time it right, ladies can get in free Wednesday through Saturday (Thursday until 11pm, Saturday until 10:30pm). I don't think I need to mention the All Male Revue that happens Friday and Saturday before the dance club opens. Well, I guess I did mention it, but you get the idea. And if wall to wall women isn't enough for the fellas, then how about 2-for-1 drink specials until 10:30pm Thursday through Saturday. I think that's more than enough, but CBNC has \$1 U-Call-Its on Wednesday too. (Wednesday also happens to be college night with 104.7 KISS FM broadcasting dance music live.) Do you want to get your groove on to some hip hop? Go on Saturday when Power 92 broadcasts live.

CBNC is a welcome addition to South Scottsdale. As a throwback to dance clubs of old with a modern twist, it's a place that reminds you of why you go out. It attracts people who are there just to have a good time without any snobby hidden agendas. And the club is only getting better. Coming soon is a new hardwood dance floor with LED lights. The lights will be perfect to showcase the glee on my face as I desperately try to bring back the kick-worm. With drink prices that did not require an on-site loan officer, this is a place that I am sure to visit again soon. And for those who are wondering what exactly CBNC stands for, I suggest you take Jesse's advice and "come on in and ask us".

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