

GETTING THERE
ENTERTAIN WITH JANE
114 East River Rd., Rumson
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entertainwithjane.com

DiMisa in
her shop



A floral box
DiMisa designed
for the "Power of
Pink" luncheon.

IN FULL BLOOM

JAYNI DIMISA IS AN EXPERT AT DECORATING FOR A PARTY. OH, AND SHE CAN BOOK AN OPERA SINGER OR AN ELEPHANT TOO

JAYNI DIMISA ALWAYS KNEW she was "blessed with an eye for color." As the daughter of the president of the West Virginia Garden Club, DiMisa has been doing floral design since age 5. But today, the owner of Rumson's Entertain with Jane is arranging more than flowers. She designs, plans and executes parties—and what parties! From booking a four-star chef for an intimate dinner to pitching a big top and bringing in a baby elephant for a child's birthday, this entertaining powerhouse knows how to make each event an affair to remember.

HOW DID YOU GET YOUR START? As an interior designer in Florida, my job was to set up executive apartments and party planning, and floral design was a natural transition. I'd design clients' birthday parties, weddings and a lot of their political fundraisers, including some for Jeb Bush's campaign for governor.

WHAT BROUGHT YOU TO RUMSON? My husband, Frank, lived and had his business in Rumson, so I had been coming to this area, and about eight years ago we purchased a horse farm in Middletown and did the snowbird thing. In 2008, Frank was diagnosed with pancreatic cancer, and I wound down my interior design business to take care of him. When Frank passed away in 2009, I made a decision. I've always loved New Jersey, and I decided to make it home for my daughter, Francesca, and me. I picked Rumson for Entertain with Jane because I love the old-fashioned family values here. There are a lot of mom-and-pop businesses, and we all work together.

WHAT IS YOUR SIGNATURE STYLE? Of course, I always defer to my clients, but I like traditional European floral design—an explosion of English country garden flowers in a gathering vase.

HOW HAS THE ECONOMY AFFECTED YOUR BUSINESS? There has been no downturn in the money people spend on parties. They're still entertaining, but more are doing it in their homes than at country clubs or restaurants. My gardenscapes have become a big staple of my business. I have many customers who want to design their own urns and window boxes.

I TAKE IT YOU'RE A BELIEVER IN GIVING BACK. I do a lot of charity work—especially for cancer-related causes—where I donate both my flowers and time. For example, I worked on the "Power of Pink" Luncheon for the Women's Council for the Leon Hess Cancer Center at Monmouth Medical Center, and I've designed homes for Habitat for Humanity.

DO YOU HAVE A GUIDING PHILOSOPHY? In the last four years, I have lost my father, my mother-in-law, my husband, a dear friend and a dog to cancer. This has made me appreciate what life offers. As a widowed single mom, I put all my positive energy into my dream. It is a gift to have this chance to teach 10-year-old Francesca what it's like to run a business and see her face when I show her what I've done. You have to go get what you want in this life. You can't wait for someone to bring it to you. —PATTI VERBANAS