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Linle Froeb, LJF Events, San Francisco

A 20-year veteran of the Bay Area's brisk social scene, Linle Froeb first earned kudos as the head of events for a local investment bank, running a dozen-person team during the tech boom with multimillion-dollar annual budgets. She now operates her own firm, LJF Events, producing more intimate projects, such as a golfing adventure for 12 executives, who flew by private jet to Scotland and Ireland for dinner on one of the Queen's yachts. Froeb still wrangles huge balls, like the Opera Guild's 2011 Wagner-inspired party, which involved a ballroom decorated like a banquet under the sea. She even built a website for the event with a musical calendar marker featuring snippets from the *Ring* cycle. 415-379-3854; ljfevents.com.



Courtesy of Linle Froeb

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