



ELITE CONNECTIONS PLAYS CUPID FOR... **LA TOYA JACKSON** ON HER NEW REALITY SHOW

BY YVONNE BOVÉE

Life as a matchmaker is never boring, especially at Elite Connections. The Los Angeles-based firm in the business of matching quality successful singles and their agency is showing no signs of slowing down. This upscale and exclusive matchmaking service is owned by Mother and Daughter Team Sherri Murphy and her daughter and business partner, Tamara Pickle. The well-established firm have hand-selected a team of top-notch seasoned matchmakers who screen and recruit candidates in person, one by one. After almost 20 years in business, things have never been better...the business of love has truly come into its own. "To gain a solid reputation in this industry you must offer your clients the highest integrity, complete anonymity, honesty and most importantly, quality potential love matches," says Sherri.

"We have an extensive screening process and can tell right away if we are going to be able to work with someone; matchmaking at this caliber



PHOTO: L-R SHERRI, LA TOYA AND TAMARA POSING FOR THE CAMERA IN LA TOYA'S OFFICE.

isn't the same as other dating services. We spend a lot of time working with our clients to help them find the man or woman they are eventually going to marry, or spend their life with. How we do this is dependent on the client's

needs and using every network available to us to find those perfect candidates," says Sherri.

From celebrities to high profile business people, everyone the Elite team matches is kept in a database only accessible by the matchmakers, these matches are selectively chosen to fit each client's essential criteria.

After matching La Toya Jackson on her hit reality show "Life with La Toya" and former Season four "Bachelor", Bob Guiney, they find matching celebrities is similar to matching anyone else. However being selected to work with La Toya Jackson on her new show was a benchmark moment. I asked Sherri what it was like to work with La Toya, Sherri replied.

Tammi and I met with La Toya at her fabulous office and talked about what her life is like and the man she pictures herself with. She was very approachable and open, but seemed unsure about the kind of man she would like to meet. La Toya explained that she has not dated since her divorce. She has led a very sheltered life with her family and an entourage of

protective bodyguards, which did leave much room for cultural sojourn. She married Jack Gordon in 1997, her 10-year marriage turned into a horribly abusive relationship if you can call it a relationship; actually it was brutal captivity.

La Toya has a delicate quality about her; she is intuitive and genuinely sweet. It's no wonder she's afraid of meeting new people with the trauma she has experienced in her past abusive relationship with former husband Jack Gordon. La Toya was certainly guarded, but still open to getting back out into the world and meeting so many nice men. Most celebrities have the same concerns when meeting someone new. They have questions like, "Does the person truly like me for me, or for my money, my fame, my connections?" You think celebrities would have big egos, but most are just as insecure and afraid of life's uncertainties as the rest of us. With all of the celebrities I have worked with, getting to know La Toya was easy and a real pleasure.

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With many people having their guard up when it comes to the love department, it is the job of the matchmaker and their team of life coaches, therapists, photographers and image consultants to help their clients project their true self. It takes a strong, yet compassionate intuitive person to be able to help singles find that special someone.

"Most people are very picky and that's where we run into the challenges that only we know how to rectify. In general most of our clients are looking for their perfect mate, but have unrealistic expectations in the beginning of the process. Only a seasoned matchmaker can assist them in getting to the bottom of their true heart's desire and help to reveal what type of person is truly right for them. The end result most likely will be quite different than the picture they originally had. This process can be difficult at first, but well worth the end result; which is ultimately finding the love of your life," says Tamara. The VIP matchmakers can be reached at www.EliteConnections.com **EL**