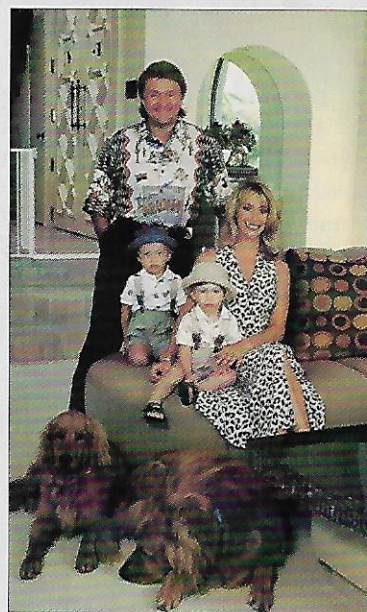


R A I S I N G

CAYNE

AN ENTREPRENEUR TAKES HOLD OF THE AMERICAN DREAM

BEHIND A WROUGHT IRON GATE THAT bears its name, Cayne Manor sits on top of Carlsbad Pointe. On this particular day, the Pacific Ocean sparkles with shades of murky blues and subtle grays. Waves roll along lazily. The lush, landscaped property has winding flagstone paths leading to tennis courts, pool and gym. Fruit trees with limbs bearing figs, oranges, kumquats and lemons sit overhead.



Jaeson Cayne, wife Gayle, two-year old twin sons Austen and Kyle sit with the family's two Golden Retrievers.

by Sylvia Mendoza



Left: Chef Mark Baskin prepares lunch in the spacious kitchen, accented by a granite bar.

Below: The cave room was one amenity Cayne knew he wanted to include in his new home.

From all outward appearances, Cayne Manor is the definition of tranquility. But Jaeson and Gayle Cayne have weathered the ferocity of ever-changing fortunes to make this manor a home.

Jaeson Cayne's parents were German immigrants who arrived in Detroit with five kids and \$400 in cash. They built a love of family in him and always showed support, according to Cayne. "They always wanted me to be a lawyer or doctor, though. I was too squeamish, so I got a doctorate in law." Having fulfilled his duty to them, his life began taking a series of professional turns. He had held down a job as lead singer in a sixties rock band, television game show producer in the seventies, casino marketing producer in the early eighties and producer of financial talk shows.

By 1989, Cayne's financial future was uncertain. He had worked tirelessly pro-

ducing an infomercial for ABFLEX, an exercise machine invented by his partner, Martin VanDerHoven, that targets the abs. "When you jump into a venture like this, you may expect to live off your previous earnings for about a year," says Cayne. "Our overnight success took six years. We were stretched to the limit."

At a time when infomercials were just beginning, it took more than belief in their product to stick with their idea. It took all the savings Cayne had earned working over thirty years. Getting the ABFLEX off the ground proved to be a team effort between husband and wife. Cayne says it took a physical toll, traveling to trade

shows around the country. Cayne's wife Gayle was featured in marketing and advertising materials for ABFLEX and subsequent products. "She was beautiful. Being with me, traveling with me and supporting me—we went through so much together. We put in our time," says Cayne.

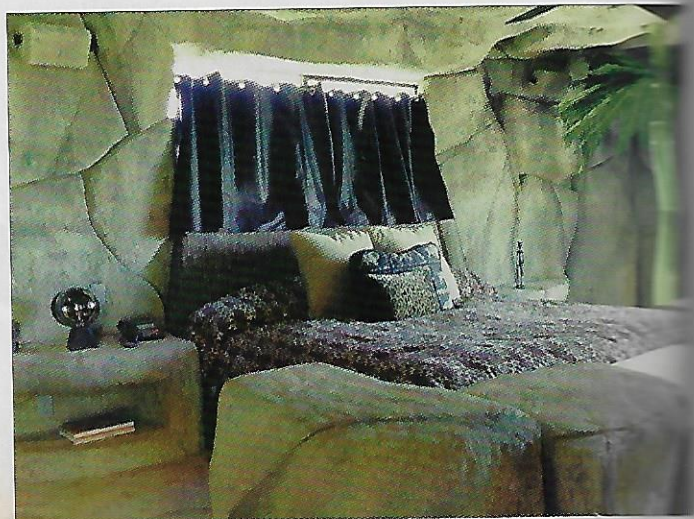
Today, ABFLEX is sold on every continent except Antarctica—more than 40 countries around the world. Last October, they were awarded Infomercial of the Year. In the past few years, Cayne has developed other exercise equipment under a company umbrella name of Marson Gold, L.L.C.

Cayne Manor has been one of the rewards. The home offers paradox at its best. It's a combination of style and textures, a playground for private family time and whirlwind entertaining on a grand scale. It's an experience where dreams and reality collide.

"I have everything I could ever want," says Cayne. "A beautiful wife, beautiful twins, success and now this."

"This" is an 8,000 square foot home, purchased after an exhaustive search of San Diego's finer communities. "Nothing had everything we wanted," says Gayle. Finally, the couple found Cayne Manor and Jaeson Cayne began realizing his vision.

After connecting with Interior Designer Nina Williams of Solana Beach, the Caynes' dreams were put in motion. The house was gutted. They went to work pulling together ideas that





had been simmering in their minds for years.

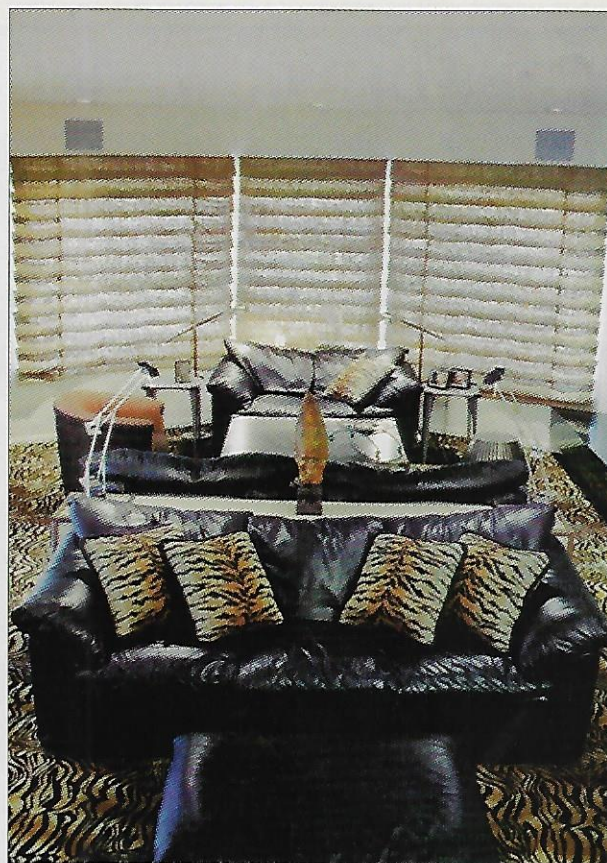
"Jaeson is definitely a visionary," says Williams. "It's like he opened up a book, found countless stories that he identified with, and took off with his imagination."

Their first hurdle was working around a Spanish California-style home. Gayle's taste ran more toward contemporary and sleek. Williams worked with the Caynes to settle on a cool contemporary look. The textures and color palette chosen were red saltillo tiles, warm granites, stainless steel, cool beiges and blacks.

Everything the Caynes brought into the house had to be able to withstand the rigors of their two young sons and dogs, and yet be suitable for entertaining. "That was the only limitation," says Williams. "They wanted it to be outrageous and fun, but functional."

The family room and kitchen were enlarged because that's where Gayle knew the bulk of their time would be spent. A long bar with 12 stools surrounds a granite countertop. The eating area opens into the kitchen working

continued on page 98



Top: A corner fireplace warms up the Caynes' expansive master bathroom.

Above: Animal prints and black leather create a dramatic, contemporary look in the family room.

CAYNE'S

PARENTS

WERE

GERMAN

IMMIGRANTS

WHO ARRIVED

IN DETROIT

WITH FIVE

KIDS AND

\$400 IN

CASH.

RAISING CAYNE

continued from page 69

area. It's a generous space for personal chef Mark Baskin, who prepares meals and invents mouth-watering recipes for the family and guests.

Zebra carpets and black leather furniture define the connecting family room. Dogs and kids can sprawl in sleek but warm comfort. Williams kept the Caynes' active lifestyle in mind when choosing patterns, textures and colors, knowing they would have to hold up in high traffic.

"The look throughout the house is very tactile," said Williams. "They wanted a richer, more comfortable feeling brought out. There are raked walls, chenilles and mohairs for fabrics, and loop and cut piles for carpeting."

Williams took them to the Pacific Design Center in Los Angeles for furnishings, accessories and ideas. They commissioned artist Larry Lubow to create sculptural work for the living room and master suite. The unique wood sculpture in the bedroom is mounted on a mirror behind the headboard, reflecting the view of the ocean and adding "natural" art to the room. Other art pieces have come from the Caynes' travels to Tibet and Hong Kong. A fossilized dinosaur egg is displayed on a shelf in the living room.

Jaeson's love of gadgets and technology was evident in the selection of the electronic home theater system. Mike Pickman with Extreme Audio Video was tapped to set up an elaborate, all-encompassing electronic system. "I wanted something that was idiot-proof so that I wouldn't waste time," said Cayne. The AMX system Pickman installed can be accessed by half a dozen control boxes throughout the house. The system controls a sound system indoors and out, laser disks, VCRs, satellite hook-up, televisions, intercom, the security system and even the baby monitor.

Outdoors, Questar Pools and Spas refined portions of the pool and surrounding area. "There's an eclectic mix in the pool design that follows the continuity of the design from the rest of the

house," explained Questar owner, Skip Phillips. "We used granite tile to give a refined finish, but also used simulated boulders for contrast. Jaeson had this vision to work outside what we call 'the box.' That let his imagination go and gave us the opportunity to work on something we don't normally get to do."

The guest house also had to be transformed and Cayne knew exactly what he wanted—a cave room. At the suggestion of Phillips, the Caynes hired Award Rockscape, a company that normally works with rock design surrounding pools.

"The Cave Room was an unusual request and a challenge," said Williams. "It's by all means not something we do on a regular basis. The guys at Award Rockscape asked, 'You want us to do what?'" Walking into the guest house is like walking into a Flintstones getaway. The "rocks" are user-friendly, with rounded edges that don't scrape. Leopard skin throws are scattered about; animal print robes hang in the closet. The room includes a waveless waterbed, black decorative accents, stereo system, steam sauna, small patio and other perks.

Williams believes the Cave Room would be the safest if an earthquake ever hit. "Nothing could get past all the twisted rebar that holds the rocks that make up the ceiling."

"If there was one room I had to have, it was this one," says Cayne. An expansive personal gym is located directly above the guest house. "Sports and working out have always been important to us. Karate, horseback riding, skiing, tennis—you have to have some escape from what you do all day long." While working out, one is afforded a full length view of the Batiquitos Lagoon, all the way to the ocean.

The Caynes plan to continue adding special touches throughout their home as their boys grow up. "I don't see working in this business in ten years. It's time to move on," says Cayne, adding that his family will be his guide. With the memories of his immigrant parents in mind, he admits, "We're more than fortunate. We're absolute proof that the American Dream is strong and can be had."

New Location in
Poway opening soon!

\$5 OFF
WITH ANY PURCHASE OVER \$20

Not valid with any other offer Expires 7/31/98 DS Limit one coupon per customer

WALTER ANDERSEN NURSERY

Direct Importers since 1970 to

**NEW LOCATION
IN MISSION
VALLEY**

**NOW OPEN TO
23,000 SQ. FT. OF POTTERY • 40%
WHOLESALE/RETAIL • SHOWROOM WAREHOUSE: 154
619/298-5400 • MON.-FRI. 8-5 • SAT. 9-5 •**