

Wedding Planner

SEPTEMBER/OCTOBER 2016

MAGAZINE

Inspired by the Association of Bridal Consultants

THE BUSINESS ISSUE—TOP INDUSTRY LEADERS...BRIDAL REBRANDING...
EMOTIONAL DECISION MAKING...WORKING IN A VIRTUAL WORLD...
REINVENTING RETIREMENT...IS HIRING A LIFE COACH RIGHT FOR YOU?



Achievements

Tracy Dapp, PWP™, Inked Events, Salem, N.H., was voted 2016 New Hampshire's A-List Best Wedding Planner.

Meghan Ely, owner of OFD Consulting, Richmond, Va., was involved in Richmond Region Tourism's "Say I Do with OutRVA" campaign, which was awarded a Capital Award of Merit in Creative Tactics in the 2016 Virginia Public Relations Awards.



John Goolsby, MEI, Cr. Photog CPV, MPV, Godfather Films, Riverside, Calif., and Locust Valley, N.Y., was selected to deliver a keynote presentation at the Wedding MBA Conference in Las Vegas Oct. 3 - 5 for the fourth consecutive time. Photo by Happy Photos, Inc.

Sara Leach, A-One Weddings & Events, Cheyenne, Wy., was named among the "Top 20 in their Twenties" from the Greater Cheyenne Chamber of Commerce.



Sandra M. Monahan, MWP™ and Master Life-Cycle Celebrant® of Weddings Without Worries, Wexford, Pa., presented Business Etiquette to the International Live Events Association's Indiana Chapter at their networking luncheon on

June 15 at Fleming's Prime Steakhouse and Wine Bar in Indianapolis. The presentation, "What Does Etiquette Really Mean to your Business," included networking, handshaking, introductions, dining skills, and social media. Monahan's business services include wedding consulting, ceremony officiating, and etiquette education for personal, business, teens, and children.



Marcela Villaseñor Saavedra, ABC™, of Bodas Huatulco in Oaxaca, Mexico, reports that they are now offering Zapotec Weddings. These

ceremonies involve a large number of people, prehispanic music with drums and snails, and many significant elements, like uniting the couple under a shawl. It is a highly participative event. Photo is by @Lunagainza Miguel Angel Luna.

David Snook, CWP™, owner and designer of Mx2 Event Design, Harrisburg, Pa., is pleased to announce his exclusive partnership with the newly renovated Capitol Room at the Harrisburg Midtown Arts Center. This vintage ballroom, with space for up to 450 wedding guests, boasts such features as state-of-the-art sound and lighting with a full performance stage, vaulted ceiling, floor-to-ceiling arched windows, a full bar with outdoor balcony access, and a gorgeous view of the Capitol dome. On-site catering is available for up to 200 guests, with the option of hiring outside caterers for larger events. The exclusive interior balcony VIP room is perfect for wedding parties or VIP guests. Bar packages are available. Bookings are open for late 2016 and beyond. This stunning venue is the perfect setting for vintage, industrial, upscale, or "Rock Star" weddings and events.

Media



Lynda Barness, MWP™, I Do Wedding Consulting, Philadelphia, was named to the 2016 Readers Choice Best of Mainline medianews. In addition, she was asked to be a guest blogger with four posts on the National Association for Catering and Events website and one of her weddings was featured in *Main Line Today* magazine.

Pearlice Diggs, PWP™, P3 Weddings & Events, Hope Mills, N.C., was featured in a "Day in the Life" article on the Planner's Lounge Blog.



Lisa Kenward Events, Hilton Head Island, S.C., was voted the Best Event Planner by *Island Packet* readers. The company was one of 26 nominated in that category. Lisa Kenward Events is Hilton Head Island's premier wedding planning business, coordinating sophisticated, creative, and memorable events.

Sandra M. Monahan, MWP™, and Master Life-Cycle Celebrant®, Weddings Without Worries, Wexford, Pa., was recently published in the *Celebrant Foundation and Institute's Celebrancy Today* magazine spring 2016 issue. The article was "Life-Cycle Celebrants are True Professionals."



Mountains & Meadows Weddings & Events, DBA **JoAnn Moore Weddings**, Vail, Colo., has been honored

with The Knot's Hall of Fame Award, which is the result of being voted number one in the market for four years running. The company is now part of the elite group, The Knot Hall of Fame. Photo is of JoAnn Moore and Mindy McNitt with JoAnn Moore Weddings.

Gayle O'Donnell, MWV™, Paper Passionista, Seattle, was chosen "Best Place to Purchase Wedding Supplies" in *Seattle Bride Magazine* Best of 2016 awards. The award was presented at the *Seattle Bride Magazine* Best of 2016 gala on June 21.

Designations

PROFESSIONAL WEDDING PLANNER™

Denise Nicolette, What a Day Weddings, LLC, Scottsdale, Ariz.

PROFESSIONAL BRIDAL CONSULTANT™

Tkahiro Taguchi, Japan

ABC DIRECTOR LISTING

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ABC CODE OF ETHICS

Our ABC members agree to:

- represent each client fairly and honestly, providing all agreed-to services in a timely and cost-efficient manner.
- establish reasonable and proper fees for services and provide written estimates to each client.
- use honest, factual advertising.
- deal with employees and clients fairly, in an unbiased manner.
- disclose to clients any payments received from suppliers.
- operate an establishment that is a credit to the community.



A wedding done by **All the Best Weddings & Celebrations** - a **WKE, LLC**, and **Kathi R. Evans, AWP™**, Toms River, N.J., was featured in the spring 2016 issue of *Inside Weddings Magazine*. Photos are courtesy of Images by Berit.

NATIONAL BRIDAL SALE A SUCCESS!

More than 800 shops participated in the first annual National Bridal Sale Day: "One Day, Your Day, Your Dream Dress for Less!" on Saturday, July 16.

The event takes place annually on the third Saturday of July. The date for 2017 is July 15. **TheKnot.com**, MyWedding.com, Bridal

Guide, Bridal Clicks, Vows Magazine, IBMA, the **Association of Wedding Gown Specialists**, and others help promote the event. Brides purchasing a dress received a \$25 gift certificate toward the cleaning of the gown. The certificate is valid at any participating "Certified Wedding Gown Specialist."