

BakersfieldLife®

January 2014

bakersfieldlife.com

Time to Celebrate!

Special moments

captured locally
by camera

Wedding 101

Everything you need to
know to be prepared

Plan your New Year's Celebration

New Dining Divas at
CACTUS VALLEY

Pick a **GYM** that's
right for you

Locals prep for the
ROSE PARADE

\$3.95



FAIRY GODMOTHER'S FAIRY TALE

Meet the creator behind the magical event-planning company

By Hillary Haenes

Coming from a family of four girls, Colleen Bauer said her mom constantly planned parties. Whether it was for holidays, baby showers or birthdays, there was always an event in the works.

"It's kind of in my blood," said Bauer, deposit relationship manager at Rabobank for almost 12 years. "I have done many of the bank's events and love it."

The idea to branch out to organize additional events came about in 2009, when Bauer was the chairwoman for the Bakersfield Women's Business Conference. Bauer gave the conference the makeover it needed by freshening up the logo, serving different food and changing some sponsorships. Her committee fundraised more than ever, and tickets for that year's conference were sold out.

"You are really planning a party for 1,500 people," said Bauer. "I remember my dad saying, 'What's next?'"

Bauer pondered that question and after the conference, several event planners reached out to her about being a day-of coordinator. This idea sparked something inside of her. So from July through November, Bauer did her research and came up with a name and logo dear to her heart.

She chose the name Fairy Godmother because that's what her niece called her, and it was fitting that a tiny fairy holding a magic wand branded her part-time business.

When Bauer learned that one of the girls at the bank was getting married in January, she asked to coordinate her co-worker's wedding for free. That was all it took — Bauer was hooked.

In 2010, Fairy Godmother coordinated 24 weddings, which were all word-of-mouth referrals from vendors and clients. Mothers started to hire Bauer as a gift to the bride and groom to ensure everything ran smoothly. Eventually, brides began asking Fairy Godmother to plan engagement parties, and that gradually led to more events.

"A lot of people think this business is all glam, but it's not. You can be a server or waitress one minute and a personal assistant to the bride the next," she said. "There are lots of personalities,



Colleen Bauer

PHOTO BY CHRIS THOMAS

emotions and physical labor and you have to tie all that together with a pretty blue bow, a wand of magic and a smile."

Bauer's team includes four women take a bride's idea and design the overall look of the wedding, from the invitations to the decor.

In 2013, the company planned about 100 weddings and events. With a growing business, Bauer knew she needed to call upon more fairy godmothers to help .

"I'm still at the bank full-time. I love Rabobank, and I work really hard to make sure the two don't cross over," Bauer said. "This year, I'm transitioning from employee to owner. To make this work, you have to have a strong team, which I do."

Now that Bauer has built her team of 10, she has scaled back to planning just five weddings per year, or if someone specifically requests her. With this extra time, Bauer can focus on more corporate and charity events, which she says she is excited about.

"Weddings are run systematically, but with events, you can really do anything. I think of an event as a white board, and we get to bring it to life."



Fairy Godmother Foundation's 'Magical Wedding Giveaway'

During the past four years, Fairy Godmother owner Colleen Bauer has grown tremendously her wedding and event planning business. With her recent transition from being a hands-on planner to tackling more executive responsibilities, her two-year dream of giving back has finally come to fruition.

She created a nonprofit called Fairy Godmother Foundation, where one local deserving couple in need will get their wishes granted by receiving a wedding at little to no cost. It's called the Magical Wedding Giveaway.

"I have been so lucky in this business and wanted to find a way to give back, creating the Fairy Godmother Foundation is a perfect way to do this. I want to do this right and do it long term," said Bauer.

Bauer reached out to various wedding vendors and others in the field to contribute their time and services for a dream wedding for a couple facing seri-

ous life-altering circumstances or facing a terminal illness. The foundation's board will hold fundraisers throughout 2014 to help pay for the wedding.

The deadline to apply is Feb. 10, 2014, and the couple chosen will be announced on Valentine's Day on "First Look with Scott Cox."

To be considered for a 2015 spring wedding, couples must be nominated by a family member or friend who can share the couple's love story of how they met, what obstacles the couple has faced, and what their future holds.

A complete application packet, including four to five photos of the couple and two letters of recommendation, must be handwritten and mailed to Fairy Godmother Foundation, 930 Truxtun Ave., Suite 111 in Bakersfield, 93301. Visit fairygodmotherfoundation.org to read the guidelines and download an application.

For those interested in volunteering or donating money to this foundation, visit the website or email Bauer at info@FairyGodmotherFoundation.org.

Ladies and Gents BRIDAL

For over 22 years, Ladies and Gents Bridal has been helping brides with their dream of finding the perfect gown for their special day.



124 OAK STREET BAKERSFIELD

661-325-7911

WWW.LADIESANDGENTSBRIDAL.COM

See us on Facebook



Chains • Stone Setting
Diamond Replacement
Specialist

Was your Christmas Gift The Wrong Size?

We Specialize In:

- Ring Sizing
- Watch Band Shortening
- Laser Soldering
- All Types of Repairs

FAST SERVICE!

JANE'S JEWELERS

Where Bakersfield Gets Engaged!

9530 Hageman Road
Corner of Calloway & Hageman
(661) 587-6242

Visit us on our website:
JaneJewelers.com
[Facebook.com/JanesJewelers](https://www.facebook.com/JanesJewelers) or
[Pinterest.com/JanesJewelers](https://www.pinterest.com/JanesJewelers)