

Wedding Planner

MAGAZINE

JANUARY/FEBRUARY 2017

Inspired by the Association of Bridal Consultants



ABC ANNUAL CONFERENCE RECAP...2017 NATIONAL CONFERENCE GUIDE...
HOLIDAY DÉCOR PLANNING...OVERCOMING BARRIERS TO SUCCESS...
THE DETAILS OF USING DRONES...TRANSITION FROM WEDDINGS TO EVENTS



Achievements



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Invited by Italy Inspires, **Tonia Adleta, PWP™**, Aribella Events, Exton, Pa., joined the cast of International Speakers for Karen Tran’s Masterclass in Lake Como, Italy, in October 2016. Inspiring attendees to develop their creativity, Adleta shared the seven keys to staying sharp in the wedding business, balancing personal and professional lives, and experiencing fulfillment by making a difference as creative professionals.

Lynda Barness, MWP™, taught The Business of Wedding Planning at Temple University’s suburban campus in their Wedding Planning and Consulting Certificate Program. In the spring, she will be teaching Branding for Wedding Consultants.

Every year since 2011, **Alan Katz** and his team of Great Officiants, Long Beach, Calif., have won the “Best Of Weddings” award. The company was inducted into the “Knot Hall Of Fame.” With 373 reviews (as of this email), they are the most reviewed officiant company in California, if not in the whole country. Katz attributes his continued success to the way his couples feel after the ceremony and their desire to tell the wedding community about the amazing experiences they had. This, in addition to the thousands of reviews elsewhere, shows that his desire to do fun and romantic wedding ceremonies has made a difference in couples’ lives as well as the vendors with whom they work.

Media

Gail Johnson, MWP™, Gail Johnson Weddings & Events, Decatur, Ga., was interviewed for the feature “Wedding Planner Horror Stories” on *HouseBeautiful.com* on Aug. 9, 2016.



Jacob Suter, TheWediquette.com, Washington, D.C., has a story in the *wedding411OnDemand* January edition.

Designations

PROFESSIONAL WEDDING PLANNER™

Colleen Bauer, Bakersfield, Calif.

INDUSTRY BEST PRACTICES

What would you do if you knew you couldn’t fail?

“I think I would become an author of books! I would enjoy writing “self-help” books. I have always been interested in the many perspectives [through which] one views the world. I think I can offer, through experience, the many options one can execute in their lives to feel better each day about their achievements—especially, when life is challenging and you look for an alternative mindset that will place a smile on your face!”

- ANNAMARIE WINTERCORN, MWP™, ELEGANT WEDDINGS AND EVENTS, STUART, FLA.

“If I knew I couldn’t fail, I would quit my day job and become a full-time planner and blogger. I would love to spend more time doing what I love.”

- SONIA HERNANDEZ, CLARITY AND CLASS, UPPER MARLBORO, MD.

“If I knew I couldn’t fail, I would quit my day job and be a wedding planner full time. I’ve been in business for two-and-a-half years and every year is more successful than the last. I know that if I had the luxury of being a full-time planner, I would be able to network more, attend industry meetings, write a blog, and up my social media presence as well as keep my website updated. If only I had the courage to walk away from the security of a regular paycheck!”

- DAPHNE GRIER-PAYNE, CWP™, RING THING EVENTS, GARLAND, TEXAS

“That is exactly what I am experiencing in my journey of life now. I cannot fail with my business of wedding planning. I feel I have a purpose and passion for this body of the event industry. First thing I try to do, though I never meet its goal, is to seclude myself for a non-interruptive day of brainstorming. Then, what I do, simply stated, is eat, sleep, and breath wedding planning, which comes to me like second nature. I press forward to be the best for my current clients, and I put my mind, body, and soul into my work. It’s almost the hardest mission I have attempted other than being a mother of two girls, a wife of 13 years, and daughter to my single mother. I speak positively, I think positively, and I treat people the way I want to be treated. I can’t fail, and I won’t fail simply because I am a child of God.”

- TONI TAYLOR, CWP™, EVERMOREEVENTS II, LLC, BOWIE, MD.

“I would expand my destination wedding planning business to include an international full-service wedding and destination management company. This would combine perfectly with my passions, weddings and travel. I would also open an international destination wedding planner educational institution.”

- MARIA LUGO, AWP™, MARIA A. LUGO, PUERTO RICO