

Association of Bridal Consultants—Florida Branch

www.ABC-Florida.com

Sunshine Dialogue

Summer 2011



THIS NEWSLETTER is being delivered in pdf format to expedite delivery.

Update from Florida State Coordinator: *Pride and Concern*

Please join me in congratulating Tanya Hendricks for winning ABC-Florida's Scholarship to attend the Southeast Regional Meeting in Sandestin. We received 10 essays, so we will continue that scholarship next year. Her winning essay is published here. →

I'm proud and excited that ABC-Florida will have FOUR candidates for Master Bridal Consultant/Master Wedding Vendor at ABC's Annual Conference in Baltimore and that we already have 23 ABC-Florida members registered for annual conference—already equaling our registrations from last year, so this is very encouraging.

As I write this, I'm just home from Expanding Horizons in Cleveland, Ohio and will only be home a few days before taking off for Puerto Rico with Carmen Mesa. At the same time, Kerline Docteur will be representing ABC at the **Wedding Planners Symposium 2011** in Trinidad and Tobago.

Not quite as exciting, and a bit disappointing is the response to our scholarship opportunities to attend annual conference. The deadline for submissions is just 2 days away, and it's evident that either you're all just too busy to take advantage of this opportunity or you just don't care.

So here it is—**LAST CHANCE** for the other two scholarships:

1) ABC-Florida sponsors a scholarship to attend ABC's Annual Conference in Baltimore! For the past 5 years, ABC-Florida has provided a scholarship to ABC's Annual conference in an effort to "pay it forward." But there is one little caveat. **If there aren't at least 10 applications, it will not be awarded.** Last year I begged to get 10 applications in order to continue the scholarship this year and we got exactly 10. So, it's that time again. **Interested?** If you'd love to go to Annual Conference but just can't see how you can afford it—apply for **ABC-Florida's 6th Annual Conference Scholarship. Who can apply? The only requirement is to be a current ABC member who has never attended the ABC Annual Conference.** That's it—whether you're a novice, a consultant or a vendor member, send a one-page letter describing how you would benefit from attending the Annual Conference. ABC-FL will award Annual Conference registration for one ABC first time annual conference attendee. Send your e-mail to EliseABCFL@aol.com or written letter to Elise Enloe, ABC-Florida State Coordinator, 660 Neile Ct., Oviedo, FL 32765 **by July 15, 2011. EXTENDED to JULY 20th.** The winner will be announced at the Southeast Regional Meeting in August. Personal information will be removed and by entering, you agree to attend the Annual Conference, are responsible for airfare and accommodations, and agree to write an article for the ABC-Florida Sunshine Dialogue sharing your experience.

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Congratulations Tanya Hendricks Southeastern Meeting Scholarship Winner!

Tanya Hendricks, Southern Charm Weddings & Events, Inc. Jacksonville

Who Has the Greatest Impact on My Development as a Wedding Professional?

The person that has impacted my outlook and business the most started out as a competitor that I both admired and feared at the same time. I wanted to be



accepted into the industry and felt that I did not have the professional background of some of the leaders in our area. I immediately started attending ABC meetings to get to know more seasoned planners in the Northeast Florida area. I have to admit I even became a Facebook and Twitter stalker of some of these girls. I wanted to learn as much about these amazing planners as I could. I wanted to be just like them, independent, knowledgeable and an expert in the field.

As time passed, I became more involved with ABC and became a novice member. One particular person seemed to reach out to me and I shortly began to feel more accepted and to gain more confidence within our local group. I quickly found that she was not so

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LAST CALL FOR SOUTHEAST REGIONAL MEETING August 12-14th, SANDESTIN, FLORIDA



When: **August 12-14, 2011**

Where: **Sandestin Golf & Beach Resort, Destin, Florida**

Register:

abcserg2011.eventbrite.com

Guest Rooms: The deadline for reservations at our confirmed rate has passed, so rooms may be available on a space available basis at the Sandestin Golf and Beach Resort. You can book on line at www.sandestin.com with group code 22J9BX or call 1-800-320-8115. If you are looking for a roommate, please email Shelby Peaden at info@shelbypeadenevents.com.

Featuring keynote speakers *Stella Inserra* and *Sean Low*, The Association of Bridal Consultants members from Florida and Alabama present **Fresh Squeezed ABC Southeast Regional Meeting, August 12 – 14**, at the Sandestin Golf & Beach Resort in beautiful Destin, FL. Introducing fresh ideas at the beach, wedding business professionals are invited to network, relax and stay on top of the latest trends in the wedding industry.

Stella Inserra, Professional Bridal Consultant™, is a New York City based event planner who owns Simply Dazzling Events, an event design and planning company. She is a television personality regularly featured on the E! Style Network's hit show, "Whose Wedding is it Anyway?" Stella has contributed her expertise to publications such as Biz Bash Magazine, the Associated Press, Event Solutions Magazine, New York Daily News, New York Enterprise Magazine, Photo District News, MSN.com, TLC.com, and more.

Sean Low is the Founder and President of The Business of Being Creative, a consulting firm focused on providing practical advice to those in the business of being creative. Prior to founding The Business of Being Creative, Sean spent six years as the President of Preston Bailey Design, Inc. representing Preston in his business endeavors around the world.

Isha Foss of Isha Foss Events will be one of the breakout session speakers. Breakout sessions will allow participants a chance to ask questions and interact with industry leaders as well as network with wedding professionals from nearby states.

You'll experience the natural beauty of Florida's Emerald Coast, where sand is like sugar and the Gulf waters are aquarium clear and emerald green. Be sure to allow time for shopping. Destin has many fascinating, exclusive specialty shops designed with the shopper in mind, providing lots of shade and places to relax, as well as seasonal events and entertainment! The Sandestin Golf & Beach Resort is the largest gulf-luxury hotel along the Emerald Coast with an award-winning spa.

Closest Airports: Ft. Walton Beach (VPS) - 10 miles, Panama City Beach (ECP) - 50 miles, Pensacola (PNS) - 56 miles

Pride and Concern continued

2) ABC-Florida has *NEVER* had a winner of the **ABC Miss Dorothy Scholarship**. Wouldn't you like to be our first? (This is an ABC-wide competition - but your complete conference is covered - registration and a stipend to cover travel.) The Miss Dorothy Scholarship was established by the late Dorothy Penner, known as Miss Dorothy to many, a Master Bridal Consultant™ and long-time Association of Bridal Consultants (ABC) member who died of cancer. The association awards two scholarships a year to provide registration fees and stipend for two

novice members to attend the annual conference. Dorothy Penner believed in continuing education and was never one to mince her words. "You cannot afford not to go to our annual conference. You learn too much. You have to be dead not to learn something." It is vital that you, as an ABC member, attend the annual conference.

Requirements:

1. Download and complete the application form found on the ABC website: <http://www.bridalassn.com/DocLib/MissDorothyScholarship.pdf>
2. Must be a Novice member at time of application.
3. Submit a summary of your business plan.
4. Write an essay of 1,000 words or less that includes: Why you want to attend conference, what you expect to receive from attending conference, how you will apply what you learn to your future success, and what, if any, local participation in ABC you have had.

Applications must be received by July 31st for consideration. For details and application for the Miss Dorothy Scholarship, visit the ABC website: www.bridalassn.com or just click on this link: <http://www.bridalassn.com/DocLib/MissDorothyScholarship.pdf>.

ABC-Florida 2011 Calendar Save These Dates

Aug 12-14th	Fall Southeast Regional/ Florida State Meeting Sandestin, FL Cultural Horizons August 14th Abcsereg2011.eventbrite.com
Nov 6-8	Annual Conference: Be Charmed, Be Dazzled Baltimore, MD businessofbrides.com or www.BridalAssn.com

Tanya Hendricks continued

much a competitor but a wonderful ally and a very smart business woman who was admired by her peers and regaled by her Brides. This person has become one that I can go to with concerns or to seek information. While she is always very careful to not give her secrets away, she is willing to help out a lesser experienced professional find the right way to do something. Even when I have a made some small faux pas, she was always professional and would either send me a short message or call me and say, "Hey were you aware..." I found this quality very admiring as she could have simply made me look like an idiot that did not know what she was doing. I have watched and learned from this person to be a smart but careful business woman. She has also taught me to surround myself with professional vendors that know the industry and have the same professional ethics.

This person has really encouraged me to further my education and to further my standing in ABC. I am currently gathering all my criteria to submit for my PBC ranking. I do not believe I would have felt so strongly about becoming a PBC if it had not been for this person. She has been a mentor, a confidant, a colleague, a friend and a great teacher. I would very much like to thank Heather Canada for not looking at me as "another newbie" but seeing the

Local Networking Group Contacts

LNG meetings are listed on our website, www.ABC-Florida.com.

Panhandle (Includes Alabama area code 251)

Samantha Jackson, ABC 850-221-3638 Samantha@samanthajacksonweddings.com
Rhonda Ray 850-554-0472 multimedia@bellsouth.net

Panhandle West - Pensacola

Emily Washburn 720-313-0018 imastar@wispertel.com

Panhandle Central - Destin/Ft. Walton Beach

Amanda Peterson 850-420-1335 Amanda@oceanbreezeweddings.com
Stacy Green 850-314-9448 foreveridowed@aol.com

Panhandle East - Santa Rosa Beach/Panama City Beach

Shelby Peaden 850-685-9186 info@shelbypeadenevents.com

Northwest - Tallahassee — Inactive

Central Florida West - Tampa, St. Petersburg, Clearwater

Tamara Waterman, ABC 727-343-0800 tammy@eventsbyspecialmoments.com
Jaime Morton 813-494-6865 jamie@swankshindigs.com

Central Florida East - Orlando - Daytona - Melbourne

Kerline Docteur, PBC 407-296-4008 kerline@joiedevieevents.com
Victoria Buus 321-674-8775 info@elegantimageryphoto.com
Evelyn Duran 407-962-0838 sebyevelyn@gmail.com

Northeast - Jacksonville - St. Augustine - to Palm Coast

Lisa Burnett, MBC 904-268-1429 lisa@elegantweddingsbylisa.com
New! Tanya Hendricks 904-731-5978 tanya@SouthernCharmEvents.org
New! Monica Bernhardt 904-386-5662 monica@todoers.com

South

West Palm Beach

Rosmary Posada, PBC 561-543-0078 bellachiccompany@yahoo.com
Susan Sachs 561-622-8586 susans@greateventsfl.com
Susan Bubis 561-622-8586 szbubis@greateventsfl.com

Ft. Lauderdale - Broward

Carmen Mesa, ABC 954-649-7441 cceventdesigns@aol.com
Melda Fischer 954-752-0004 ElegMemories@aol.com

Miami - Dade

Maria Diaz 305-205-8139 cadibridalinc@bellsouth.net
Martha Garcia 305 386-6011 mgarcia@atreauredmomentbymartha.com

ABC-Florida has adopted Bermuda, Puerto Rico, and most of the Caribbean Islands as an extension of South Florida LNGs under Carmen Mesa, ABC™

No meetings in your area? You can attend any LNG meeting in the state or consider starting an LNG in one of the following areas: Tallahassee, Gainesville, Naples, Daytona, Cocoa, Melbourne, Ft. Myers, Naples, Florida Keys. Contact Elise Enloe, MBC™ at 407 977-9338 or EliseABCFL@aol.com

diamond in the rough. My business is growing rapidly and I truly believe that it is from the encouragement to learn more and the professional skills I have learned from Heather. The Association of Bridal Consultants should be very proud to have such a member in their ranks. She is truly an asset to the organization.



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Save the Date

Be Charmed... Be Dazzled
in Baltimore
2011 Annual Business of Brides Conference

November 6-8, 2011



THIS JUST IN:

Wedding Planner Magazine editors NEED INPUT IMMEDIATELY!

Member Best Practices: This month's topic is "Contractual Musts for Protecting You and Your Business." What information should be in your business contract from the start? Send us your ideas and please forward the Member Best Practice information to those in your region, so they have a chance to email me directly with their comments. Editors may not be able to feature everyone, but select what they feel are the most useful tips.

Send your input to: editor@weddingplannermag.com with **WPM Member Best Practices** in the Subject line.

To get the most out of your membership—please provide your e-mail to ABC (mbrsvc@bridalassn.com) or drop an e-mail to EliseABCFL@aol.com. Your e-mail allows you to receive notices of local networking group activities, apprenticeships and other activities, and reduce mailing costs.

Chuck Weirich
Professional Trumpeter
Disc Jockey & Entertainer
Tampa Bay: 813-425-2782
Toll Free: 877-352-3571
email: chuck@tampabaydj.com

Over 350 Florida wedding professionals could be READING YOUR AD RIGHT HERE

This space is available — just \$25 per edition or \$80 for 1 year prepaid (4 editions). Send your business card sized ad (3-1/2" X 2") in Word, Publisher, or .jpg format with payment by to ABC-Florida, 660 Neile Ct., Oviedo, FL 32765 or via www.paypal.com to Elise-ABCFL@aol.com. Ad fees will help defray printing and mailing costs and a portion of each ad fee will be contributed to the Miss Dorothy Scholarship Fund on behalf of ABC-Florida.