

## Association of Bridal Consultants—Florida Branch

www.ABC-Florida.com

### Sunshine Dialogue

~ Late Spring/Summer 2011



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

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

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

Register: **ABC Member Early registration before June 1st \$265** (June 1– July 1st - \$295)  
[abcserg2011.eventbrite.com](http://abcserg2011.eventbrite.com)

**Need Points?  
Want to Attend  
Southeast  
Regional  
Meeting?**



**Would you like to attend ABC-Florida Southeast Regional Meeting August 12-14 in Sandestin?**

ABC-Florida is sponsoring one registration to this meeting. To qualify you must:

- Be an ABC member in good standing
- Have attended at least one ABC-Florida Local Networking Group (LNG) meeting in 2011 prior to deadline
- Must have the availability to attend the entire conference.

If you meet these qualifications you will then submit an essay with a minimum of 150 words and no more than 500 words.

**Topic: What or who has had the greatest impact on your development as a wedding professional?**

Please submit your essay as a MS Word or pdf file via email to [eliseabcf@aol.com](mailto:eliseabcf@aol.com) with the subject line: Southeast Regional Meeting Scholarship.

**Deadline to submit is June 15, 2011.**

The member with the winning essay will be notified before July 1st, 2011.

\*Please note the scholarship will include The opening cocktail reception, Saturday and Sunday educational sessions and Saturday night off site event. Should you choose to stay at the host hotel this will be at your own expense.

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.

**Alan Berg** formerly of *The Knot* Magazine, and **Isha Foss** of Isha Foss Events will be some 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.

Guest Rooms: Guest rooms are available at the Sandestin Golf and Beach Resort for \$129 per night (plus taxes and fees). You can book on line at [www.sandestin.com](http://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](mailto:info@shelbypeadenevents.com).

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

## ABC Bridal Consultants at Work and Play at ABC/Sandals January 2011 FAMINAR

By: Christine Terezakis, PBC

Twenty one ABC bridal consultants! That's how many attended the ABC/Sandals Faminar (FAM trip and Expanding Horizons Seminar) at the beautiful Sandals Royal Bahamian last the end of January. Consultants of all levels from as far away as Arizona and Trinidad came together in the Bahamas to hone their planning skills, experience the resort, and enjoy one of the best networking opportunities our ABC has to offer.

On the first night, Sandals hosted beachside cocktails and a dinner reception elegantly set in one of the open-air restaurants of the resort. ABC members caught up with old friends, and made some new ones. Resort management and staff, along with some of our more familiar Sandals executives, joined us for the casual evening. Before heading up to our private junior suites with ocean views, many nestled into chaise loungers by the beachfront fire pits to enjoy live saxophone music (a must-do at this resort).

Day two was spent doing our Sandals CSS training. Sandals did an outstanding, high-energy presentation. This was also a great opportunity for ABC members to share their input with each other about what they are doing to successfully sell Sandals vacations. After our classroom seminar, we were given a tour of the resort's various room categories. Our tour also included a boat trip to the private island of the resort, Sandals Cay, where we were greeted with sunshine, warm breezes, smiles, and a delicious tropical drink (of which the ingredients remained an island secret). At this point, we were all probably thinking the same thing..."I love my job!" The private island boasts an open-air restaurant, pool with swim-up bar, and lots of small pagodas-for-two along the beaches. Relaxation is not a problem there with hammocks scattered throughout the trees, and private huts where guests could enjoy their Red Lane Spa services.

Later that afternoon, the group split up for a while to relax at the resort before heading off to a city venue tour and dinner. Some went to the spa, some hung out by the pool with a brick-oven pizza, and some enjoyed high tea. Several of us participated in a special wedding forum with Sandals executives to give our feedback and suggestions about the Sandals and



ABC Bahamas FAMinar attendees



Beaches wedding programs. Sandals is very open to what the ABC members have to say, and we could tell that they really appreciate the partnership they have with our organization. Lots of great ideas were shared at that meeting. ABC members everywhere will benefit from the new and exciting things coming soon from the Sandals wedding division.

The Expanding Horizons seminar on the third and final day was facilitated by Master Bridal Consultant Joyce Smith. Bridal consultants learned tips about wedding planning and timelines. Over the course of the day, we shared valuable input about our own experiences and ways of doing things---wedding planners can't help but "talk shop" when you put us all in one room together! Everyone seemed to come away from the seminar learning something new.

## ABC-Florida 2011 Calendar Save These Dates

Sun Jun 12	Expanding Horizons: Let Your Business Blossom Doral Resort, Miami, FL abcehlbbmiami.eventbrite.com
Jul 17- 20	Puerto Rico FAMinar ABCPuertoRico.eventbrite.com
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

## Update from Florida State Coordinator

*I know there has been a lot of activity in Florida this year—but almost no one has sent articles for the newsletter. Authoring an article in the ABC-Florida Sunshine Dialogue also earns one point in Professional Industry Contributions. If you attend an LNG meeting—write about it. If there's something you experience with a wedding that you'd like to share—write about it. If you've written it for your blog (that doesn't earn points), then share it with me.*

*I hope we have a strong representation at Expanding Horizons: Let Your Business Blossom in Miami - this is perfect for those who have been in business less than 3 years or who have never written their business plan.*

*Next up is the Southeast Regional Meeting in Sandestin. Let's end summer with a great meeting in the panhandle - please don't procrastinate.*

*There are already over 200 registered attendees for ABC's annual conference this year in Baltimore. The room rates are*

## Local Networking Group Contacts

LNG meetings are listed on our website, [www.ABC-Florida.com](http://www.ABC-Florida.com).

### Panhandle (Includes Alabama area code 251)

**Samantha Jackson, ABC** 850-221-3638 [Samantha@samanthajacksonweddings.com](mailto:Samantha@samanthajacksonweddings.com)  
Rhonda Ray 850-554-0472 [multimedia@bellsouth.net](mailto:multimedia@bellsouth.net)

#### Panhandle West - Pensacola

Emily Washburn 720-313-0018 [imastar@wispertel.com](mailto:imastar@wispertel.com)

#### Panhandle Central - Destin/Ft. Walton Beach

Amanda Peterson 850-420-1335 [Amanda@oceanbreezeweddings.com](mailto:Amanda@oceanbreezeweddings.com)

Stacy Green 850-314-9448 [foreveridowed@aol.com](mailto:foreveridowed@aol.com)

#### Panhandle East - Santa Rosa Beach/Panama City Beach

Shelby Peaden 850-685-9186 [info@shelbypeadenevents.com](mailto:info@shelbypeadenevents.com)

### Northwest - Tallahassee — Inactive

#### Central Florida West - Tampa, St. Petersburg, Clearwater

**Tamara Waterman, ABC** 727-343-0800 [tammy@eventsbyspecialmoments.com](mailto:tammy@eventsbyspecialmoments.com)

Jaime Morton 813-494-6865 [jamie@swankshindigs.com](mailto:jamie@swankshindigs.com)

#### Central Florida East - Orlando - Daytona - Melbourne

Kerline Docteur, PBC 407-296-4008 [kerline@joiedevieevents.com](mailto:kerline@joiedevieevents.com)

Victoria Buus 321-674-8775 [info@elegantimageryphoto.com](mailto:info@elegantimageryphoto.com)

Evelyn Duran 407-962-0838 [sebyevelyn@gmail.com](mailto:sebyevelyn@gmail.com)

#### Northeast - Jacksonville - St. Augustine - to Palm Coast

**Lisa Burnett, MBC** 904-268-1429 [lisa@elegantweddingsbylisa.com](mailto:lisa@elegantweddingsbylisa.com)

Cheryl Raby 904-226-4658 [cheryl@avowtwokeep.com](mailto:cheryl@avowtwokeep.com)

### South

#### West Palm Beach

Rosmary Posada, PBC 561-543-0078 [bellachiccompany@yahoo.com](mailto:bellachiccompany@yahoo.com)

Susan Sachs 561-622-8586 [susans@greateventsfl.com](mailto:susans@greateventsfl.com)

Susan Bubis 561-622-8586 [szbubis@greateventsfl.com](mailto:szbubis@greateventsfl.com)

#### Ft. Lauderdale - Broward

**Carmen Mesa, ABC** 954-649-7441 [cceventdesigns@aol.com](mailto:cceventdesigns@aol.com)

Melda Fischer 954-752-0004 [ElegMemories@aol.com](mailto:ElegMemories@aol.com)

#### Miami - Dade

Maria Diaz 305-205-8139 [cadibridalinc@bellsouth.net](mailto:cadibridalinc@bellsouth.net)

Martha Garcia 305 386-6011 [mgarcia@atresuredmomentbymartha.com](mailto:mgarcia@atresuredmomentbymartha.com)

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

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](mailto:EliseABCFL@aol.com)

*affordable and Baltimore has so much to offer. With Grace Ormonde, Diann Valentine and an incredible lineup of topics and speakers, I hope we'll top last year's attendance of 30 at annual conference. With three great choices for ABC education in 2011, I hope each member attends at least one of these meetings.*

*~Elise Enloe, MBC, ABC-Florida Coordinator*



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*Save the Date*

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

*November 6-8, 2011*



To get the most out of your membership—please provide your e-mail to ABC ([mbrsvc@bridalassn.com](mailto:mbrsvc@bridalassn.com)) or drop an e-mail to [EliseABCFL@aol.com](mailto: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](mailto:chuck@tampabaydj.com)

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**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](http://www.paypal.com) to [EliseABCFL@aol.com](mailto:EliseABCFL@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.