

Association of Bridal Consultants—Florida Branch

www.ABC-Florida.com

Sunshine Dialogue - Late Spring - Early Summer 2010

Late Spring - Early Summer 2010



Exploring
the Past



Building
the Future

Exploring the Past
Building the Future

ABC Southeast Regional Conference
August 20-22, 2010
St. Augustine, Florida

Featured Presentations:
"Shining Bright and Standing Out"
Ana Cruz, Ana Cruz Event Planning
"Destiny - What's Yours?"
Linnyette Richardson-Hall,
Premiere Event Management

Breakout Sessions Include: * Establishing
Your Wedding Day Time Line * 2010 Internet
Strategy for Your Business * Branding
Yourself to Stand Out in the Social Network
Ocean * Linen Practical Skills * Guidance For
Your Brides As They Tiptoe Through The
Tulips * Cashing In on Customer Service

For more information and to register, please visit:
<http://abcseregional.eventbrite.com>

Early Registration: \$265 (through June 15th)
Registration Includes breakfast and lunch both days
and the Saturday off-site event!

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

It's



2010
**Business of Brides
Annual CONFERENCE**
REGISTRATION is open.
Register on the ABC
website:
www.BridalAssn.com

ABC-Florida Conference Scholarship

If you'd love to go to Annual Conference but just can't see how you can afford it—here's your opportunity to apply for **ABC-Florida's 5th Annual Conference Scholarship**. For the past 4 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.** *Why wouldn't you apply to have your registration covered to attend Annual Conference?*

Who can apply? To be considered, **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 1, 2010**. The winner will be announced at the Florida State 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. ~ *Elise Enloe, MBC, Florida State Coordinator*

Come and Experience

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Come and experience for yourselves why, quite simply, the Sandals Luxury Included® Vacation represents an unprecedented new level of supreme perfection. Earn your Certified Sandals Specialist certification in our 4.5-hour training class and learn how you can grow your business with the industry's most cutting-edge partnership program.



Choose one:

- Beaches Turks & Caicos Resort Villages & Spa in Providenciales, Turks & Caicos, May 7 – 10, 2010
- Sandals Whitehouse European Village & Spa in South Coast, Jamaica, May 18 – 21, 2010

American Airlines

Air Included.

Preferred Departure City & Airport: _____

Legal Name: _____ (as it appears on your passport)

Company Name _____

Work Phone: _____ Fax Number: _____

Email Address: _____

Credit card will be charged \$399.00USD

Name as it appears on Credit Card: _____

Credit Card No.: _____ Exp. Date: _____

Authorizing Signature: _____

Please complete the above and RSVP to Olga Perez via fax - (305) 668-2765 - or email - operez@uvi.sandals.com.

2010 ABC-Florida Calendar

| | |
|-----------------|---|
| Jun 11-13 | Brides Against Breast Cancer Gown Sale—Barry Univ. Miami bridesagainstbreastcancer.org |
| July 23-35 | Brides Against Breast Cancer Gown Sale— Jacksonville bridesagainstbreastcancer.org |
| August 21-22 | Fall Southeast Regional/ Florida State Meeting Jacksonville Save the Date! |
| Aug 28-29 | Brides Against Breast Cancer Gown Sale—Deerfield Beach bridesagainstbreastcancer.org |
| Nov 7-9 | Annual Conference: Hot, HOTT, Haute, Phoenix, AZ businessofbrides.com |

Miami LNG



Twelve de Mayo

Presenting Jaclyn D. Bently, Esq.
State of Florida Corporate Law and Cyberlaw

When: Wednesday, May 8th, 6:00 pm

Where: La Gorce Country Club
5685 Alton Rd., Miami Beach

~ RSVP to Maria Diaz 305-205-8139
cadibridalinc@bellsouth.net

Northeast LNG

When: Wednesday, May 26th, 6:30 pm

Where: Marker 32
14549 Beach Blvd. Jacksonville

RSVP [http://
abcneflamay2010.eventbrite.com](http://abcneflamay2010.eventbrite.com)

Local Networking Group Contacts

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

Panhandle

Samantha Jackson, PBC 850-221-3638 Samantha@samanthajacksonweddings.com
West (Pensacola)

Deb Garlo 251-209-4949 weddingmediagroup@gmail.com

Central (Destin/Ft. Walton Beach)

Amanda Peterson 850-420-1335 Amanda@oceanbreezeweddings.com

Stacy Green

East (Sandestin/SantaRosa Beach/Panama City Beach)

Rhonda Ray 850-554-0472 Rhonda@r2mediaonthenet.com

Christina Gshwandtner 850-303-2426 Christina@feteevents.com

Northwest

Danette Saylor 850-212-0438 info@goldengatherings.com

Seeking additional co-director

Central Florida West - Tampa, St. Petersburg, Clearwater

Tamara Waterman, ABC 727-343-0800 tammy@eventsbyspecialmoments.com

Jaime Morton 813-494-6865 jaime@swankshindigs.com

Staci Mandikas 813-426-5280 staci@uniqueeventdesign.com

Central Florida East - Orlando - Daytona - Melbourne

Elisa Delgardio, PBC 407 896-1476 orlandocoordin8tor@earthlink.net

Kerline Docteur, PBC 321 662-9125 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

Cheryl Raby 904-226-4658 cheryl@avowtwokeep.com

South

Ft. Lauderdale

Lori Patterson, ABC 954 927-8899 info@amaffair.com

Carmen Mesa, ABC 954-649-7441 cceventdesigns@aol.com

Melda Fischer 954-752-0002 ElegMemories@aol.com

West Palm Beach—NEW!

Rosmary Posada, PBC 561-433-8002 bellachiccompany@yahoo.com

Susan Sachs 561-622-8586 susans@greateventsfl.com

Susan Bubis 561-622-8586 szbubis@greateventsfl.com

Miami

Maria Diaz 305-205-8139 cadibridalinc@bellsouth.net

Martha Garcia 305 386-6011 mgarcia@treasuredmomentbymartha.com

Mercedes Dos Santos 305-607-3251 mekasocreations@gmail.com

Bahamas

Paulette Davis, PBC 242-341-5927 amouraffairs@gmail.com

Cindy Coakley 242-436-5994 cmc@bahamasweddingangels.com

Ann Marie Ferguson 242-356-2369 amwilldesign@hotmail.com

Association Partners with Wish Upon a Wedding

The Association of Bridal Consultants (ABC) is now the official trade association partner for Wish Upon a Wedding, the world's first wedding wish granting organization. Launched in January of 2010, Wish Upon a Wedding is a 501 c 3 nonprofit organization that provides weddings across the United States for individuals facing terminal illness. The Association of Bridal Consultants will work closely with Wish Upon a Wedding to help give the gift of a dream wedding to couples—often requiring vendors to be available to provide services within 72 hours of receiving a Wish application. By relying on the generosity of wedding and hospitality vendors, known as Wish Granters, Wish Upon a Wedding is able to provide all the goods and services needed to produce these memorable occasions. With 15 chapters throughout the nation, lead by National President and ABC Master Bridal Consultant Sasha Souza, Wish Upon a Wedding is growing rapidly. The organization plans to follow in the footsteps of the Association of Bridal Consultants, raising the level of professionalism in the industry, by asking only true professionals to donate their goods and services to the couples in need. Wish Upon a Wedding encourages members of the Association of Bridal Consultants to sign up to become Wish Granters, and to check out the website for other ways they can become involved. Please visit <http://www.wishuponawedding.org> and click on How to Help.

East Meets West 2010

~ Kisha Sanchez, *An Elite Event, Orlando*

I had the pleasure of visiting the historic **Terrace Hotel** in *Lakeland* for the ABC East Meets West Meeting. The venue location was peaceful and quaint. The Hotel has a vintage, yet refined character, which makes it a beautiful location for any wedding. We all had a wonderful opportunity to network before the brunch began. It was truly a pleasure and enlightening speaking with seasoned wedding professionals.

Elise Enloe MBC was the key speaker. She gave us a hot list for 2010

1. Blossomcrowns.com- They are easy floral arrangers. The crowns come in a multitude of shapes and varieties.

2. Sandals- The Sandals representative informed us of the newest property Emerald Bay. It is a six star resort. We also learned that the buy one get one free promotion flights (with minimum stay) will

continue. Lots of us were hoping that a Fam trip maybe in the works later this year.

3. Animoto.com- Turns JPEGs into video. They have a variety of memberships. Videos can even be emailed.

4. Myvideomyvoice.com- Has a full product line from cards, invitations, guest books, etc. all with a small video that can be personalized.

5. Oasisfloral.com-UGlu a special adhesive that is like glue and tape all in one. It can be used for many tasks, including taping centerpieces. The adhesive bonds instantly, to almost any surface.

6. Getmarried.com - The smart tag application brings the information to your phone via website, video or photos.

7. Partyrimz.com - Offers disposable shot glasses with a crystallized rim that come in a multitude of flavors.

8. FiftyFlowers.com - Has many floral arrangements for the DIY or budget inhibited bride. Including a wedding in the box. All the basic flowers for a

wedding come in the package and can be shipped within 24 hours.

9. Packageit.net- Green brides will love the reusable bags that this company offers in a number of sizes.

10. Annual Conference - One of the most beneficial parts of the meeting was a recorded presentation by a novice who spoke on the importance of attending the ABC Annual Convention. In her opinion, within the first 20 minutes of conference she received enough knowledge to make it worth her investment. With the help of the experts and guest speakers she learned in the following days about marketing strategies, and many other exciting topics that helped her business grow. I have seen and experienced the education first hand by joining ABC and attending my first ABC meeting.

Thank You to all of the people that made this meeting possible: The Terrace Hotel, Connie Duglin linen, Apple Blossom Floral Design & Gifts, Miami Pro DJS -Andres Roque and Orange Blossom Ink.

Central Florida West LNG - January

~ Charity Plaster, *PBC, A Charmed Event, Bradenton*

Having only recently rejoined the ABC after a seven year hiatus, I was both excited and anxious about attending my very first Central Florida West meeting this past January 28, 2010. Tammy Waterman from Special Moments, the Co-Director of the CFW group assured me that I would meet some wonderful people and have a great time – and she was right!

Only minutes from the Treasure Island beaches, the Treasure Island Yacht & Tennis Club is a convenient venue for beach wedding receptions at the Treasure Island public beaches.

Greeted by a 7 foot tall human plant we made our way to a room that definitely was “enchanted”! The walls and the fabric draped ceiling were awash in this purple-blue-green haze and brilliant green “stars” projected onto the ceiling completed the effect provided by Kelly Suit and Arnoldo Offerman of A Premier Entertainment.

The event design was very well coordinated with gorgeous table linens, chair covers and sashes in purples, browns and greens (provided by Toni Tassoni from Connie Duglin Linen, another Co-Director of the CFW LNG), a variety of woodsy centerpieces utilizing candles, crystals and branches (Jamie Olson of Flowers-by-Design) and a talking watermelon on the food table. Along with the 7 foot tall human plant, the melon head and a





East-West Meeting

(Above) Lovelynn Jenson (left) looks on as Rev. Ginny Bishop chuckles as she hears a review of her blogging session at annual conference. (Above right) table décor by Apple Blossom Floral Design and Connie Duglin Linens. (Right) "Wedding in a Box" by Fifty Flowers presented as a trend for 2010.



(left) Krissy Messer embraced by a tree upon arrival at the January Central Florida West meeting. (right) Thirsty? The living statue poured water for thirsty attendees.

faux marble "living bust" that dispensed glasses of water for thirsty guests were all interactive entertainment provided by Wise Guys.

Elise & Elisa! Elise Enloe, MBC, (ABC Florida Coordinator and the Director of Education) and Elisa Delgardio, PBC, CSEP teamed up to share their session, "Too busy... to do it all!" Nodding my head to everything Elise and Elisa said... yes, I'm guilty of multi-tasking so much I quickly achieve nothing, being proud of being too busy and putting my health, and at times, my husband on the back burner because I HAVE to squeeze in "just a few more emails". Business cards and hugs were exchanged along with plans to get together again soon.

Central Florida West - March

~ Beth Sparks, Safety Harbor

What do you get when you mix wedding professionals with a hot, new venue on Clearwater Beach, and stir in a little steel drum music? *A Seaside Soiree!*

That was the theme of the ABC Central Florida West meeting on March 25, 2010, at the brand new Hyatt Regency-Clearwater Beach Resort. This meeting was Jamie Morton's first as the lead planner of a networking meeting. A number of local ABC members (and some prospective members) were recruited to help "row the boat," and the result was both classy and sassy – just what a seaside soiree should be.

Alicia Rohan of Seaside Invitations designed a logo for the meeting, carrying its theme through from the invitation to the printed napkins to the tags on the gift bags. Table and chair covers in the logo's navy and lime colors, provided by Toni Tassoni of Connie Duglin Specialty Linens, enhanced the theme. Hors d'oeuvres supplied by the Hyatt's chef, and gourmet coffees dispensed by Café Ala Carte, satisfied gastronomic desires, while the music of Breezin Entertainment's steel drums kept spirits high.



Louis Carron, of The Carrons Insurance Agency, shared how wedding professionals can encourage engaged couples to protect their precious wedding memories-in-the-making with the very affordable Wedding Protector Plan. Adding to the fun were the prize drawings – many more than usual – that included gift bags of seaside-themed items, some of them donated by the Florida suncoast's beach hotels. All in all, a memorable meeting. Jamie, your first try at being head organizer was definitely a Swank Shindig. (With special thanks to Tammy's great mentoring.)

Northwest LNG

~ Cheryl Raby A Vow Two Keep,
Jacksonville

Do you know your ABC's of wedding flowers? Do you know an Alstroemeria from a Zinnia? Well, if you don't, you missed an excellent opportunity to learn at our first meeting of the new year on January 27th at the Rose of Sharon European Florist shop. Our hostess' were Lynette Self (owner) and her top designer, July Rifici. (photo 1, right). Putting us to the test to see how many flowers we could correctly identify, the winners of the contest were Rachel Ely of Blossoms and Accents, Inc. and our own Cassandra Chermeski of Flaire Weddings and Events. (see photos 2 & 3). The second portion of the presentation gave us a great opportunity to observe the acting skills that Lynette and Judy possess, as they went into role playing the "Ever Patient Rose of Sharon" floral expert (Judy) and the "Not So Patient" newly engaged bride-to-be (Lynette).

Pictures can not capture the amusement we were witness to – they were hilarious! Show us that bling bling ring again, Ms Bride To Be! (photo 4, below right)

During the networking portion of the meeting, our palates were treated to the culinary delights of d'Vine Cuisine Inc with Hope Dempsey, Katie

Dempsey and Kevin Carver. They titillated our taste buds with a variety of hor d'Oeuvre selections and "melt-in-your-mouth" sweet desserts.

We had a great turn out – saw a lot of new faces among those of our regular member attendees. Good to see you back, Monica Bernhardt of To-Doers.



(1 above) Lynette Self (left) and July Rifici test floral identification. Lisa Burnett (right) works on her responses.



(2 left) Floral identification winners. Lynette Self (left), July Rifici (center) and Rachel Ely.



(3 below left) Lynette Self (left) Cassandra Chermeski (center) and July Rifici (right) floral identification winner.

(4 right) Lynette Self (left) not-so-patient Ms Bride-to-Be shows off her bling to the patient Rose of Sharon floral expert, Judy Rifici (right) in a fun role play of a floral consultation.





Souzapalooza: The Master Class for Event Pros

May 17, 2010 10 a.m. – 4 p.m.

Mutiny Hotel, Coconut Grove

Limited to 25 Participants ONLY.

Sign Up Early.

www.souzapalooza.com

What Is Souzapalooza?

Created and lead by well known event designer and author Sasha Souza, Souzapalooza is a day of discovery and a Master Class for anybody in the special events industry. Souzapalooza will teach you how to diversify your wedding business, add design services, take your business to the next level, become a trendsetter, build onto your business platform, reenergize yourself and reconnect your business.

Exclusively for Miami, Sasha's publicist Leslie Garson will hold a 45 minute never-before-been-heard workshop on how to prepare your events for submission and increase your chances of getting published. She will share her invaluable knowledge and some inside tricks from years of experience handling celebrities, authors, and high-profile clients.

All attendees will also get a signed complimentary copy of *Signature Sasha: Magnificent Weddings by Design* – a \$50 value – for FREE.

Who Should Attend?

You should! If you are an event planner, wedding planner, floral designer, catering design director or any creative professional in the events and wedding industry, this is a day you cannot afford to miss.

What Topics Will Sasha Cover?

Everything from colour couture, defining your niche, design and style tips to make you more money, pricing structure that works, becoming inspired and thinking creatively, business building, and top to bottom business review of your event business.

Cost:

| | |
|--|----------------------------|
| Early Bird Registration | \$395 (booked by April 26) |
| Regular Registration | \$440 |
| ABC Member Early Bird Rate | \$350 (booked by April 26) |
| ABC Member Regular Registration | \$395 |
| 1 ½ Hr Personalized Private One on One Business Review | \$550 (only 2 available) |



Please join us for a trip in the Bahamas

You are invited to experience one of the newest
Small Luxury Hotels of the World
Bimini Bay Resort and Marina

Dates: September 16-17
Included: Roundtrip flight from South Florida to Bimini
Double Occupancy Accommodations
All Meals
Site Inspection
Time to experience Bimini

This FAM Trip is provided for only \$69 to qualified Wedding Planners. You are responsible for providing transportation from your location to Falcon Trust at Tamiami Executive Airport. Your flight must arrive to Miami no later than 8:00am on September 16th to allow ample time for the transfer to the Tamiami Executive Airport. Return flights must depart Miami after 3pm to allow time for customs and to transfer.

To take advantage of this incredible opportunity please contact Danielle Dunfee at
DDunfee@biminibayresort.com



Global Horizons Vienna, Austria

Aug. 30-Sept. 4, 2010

Old World charm. Elegance. Mozart. Palaces. Fabulous food.
And weddings!

Join fellow wedding professionals for a once-in-a-lifetime opportunity to immerse yourself in Austria's weddings culture.

Organized by Miguel Drudis, Gold Star Events, Monaco, and presented in conjunction with the Association of Bridal Consultants, Global Horizons 2010 will allow you to learn what it takes to organize a wedding in Austria, what resources are available and venues that would make a wedding there special beyond telling. Drudis, an Association member since 1996 and a presenter at the 2009 Business of Brides annual conference, organized the highly acclaimed Global Horizons 2002 to Paris, Nice and Monaco.



What can you expect on Global Horizons 2010?

Is there a more romantic place than Vienna? You will be surrounded by and take part in all of it:

- a candle-lit dinner at the home where Mozart lived.
- lunch in the Sacher Hotel ... home of the world-famous Sacher torte.
- a dinner cruise aboard a wedding-venue yacht on the Danube.
- dinner in the oldest restaurant in Salzburg.

And that's just the food!

The palaces — the Belvedere, Schönbrunn, Hofburg, Leopoldskron, Mirabell, Hellbrunn, Laudon. Places once reserved for royalty, but now available for weddings.

Of course, there are the essentials ... meetings with officials on the technical details of arranging a wedding in Austria, and with vendors who can help pull it all together for you and your wedding couples.

Want more? Top it off with a horse-drawn carriage ride to a formal dinner at the Palais Coburg.

The price? \$2,575 for a standard room; \$2,625 for a deluxe room. Rates are per person, double occupancy. Add \$360 (standard) or \$415 (deluxe) for single supplement.

The program includes five hotel nights in the Imperial Riding School Renaissance Wien Hotel, in downtown Vienna, five breakfasts, five lunches, five dinners, breaks, cocktails, all ground transportation (including airport transfers), admissions and gratuities.

Details, details ...

Register on line at www.BridalAssn.com

50% deposit due no later than July 1; balance due no later than Aug. 15; full refund if canceled in writing by Aug. 15; no refunds after Aug. 15

Questions? Call Eileen Monaghan at 860-946-7002 or email Jerry Monaghan at gjmpres@aol.com



Elise Enloe, MBC™
ABC Florida State Coordinator
660 Neile Ct.
Oviedo, FL 32765

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

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Specialty shoes from Angela Nuran (below left), a publicity shot with Fox 35, Jennifer Swindell and Christine Van Bockland, and loading the truck with Don Rohn, Ken Enloe, Val Daily, and Peter at the Orlando Brides Against Breast Cancer Gown Sale March 12-14.



WANTED:
MEMBERS TO EARN POINTS
Every quarter, I struggle to get members to provide input to our newsletter. Report on an LNG meeting you attended, a book you just read, or something you'd put on your blog - if it's published, it counts for points!
 Send your articles, ideas, pictures (wedding problems, problems averted) with accompanying information to EliseABCFL@aol.com.

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.

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 Toll Free: 877-352-3571
 email: 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 to 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.