



Sunshine Dialogue Winter 2011-2012



Florida Members Charm and Dazzle at 2011 Annual Conference

- ◇ 3 New Masters
- ◇ A Miss Dorothy Heart Award Winner
- ◇ A Miss Dorothy Scholarship Winner
- ◇ 42 Florida members at conference including corporate exhibitors, plus our adoptees:
- ◇ Bahamas-2, Trinidad & Tobago-1, Virgin Islands-1 and Puerto Rico-3



Congratulations! ABC-Florida has 3 new Masters: Elisa Delgardio MBC™, Heather Canada MBC™ and Sylvia Nikitas, MWV™

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Congratulations! A speechless Tammy Waterman, ABC™ is awarded the Miss Dorothy Heart Award with hugs from Mary Charmoli, MBC™ last year's Miss Dorothy Award winner.



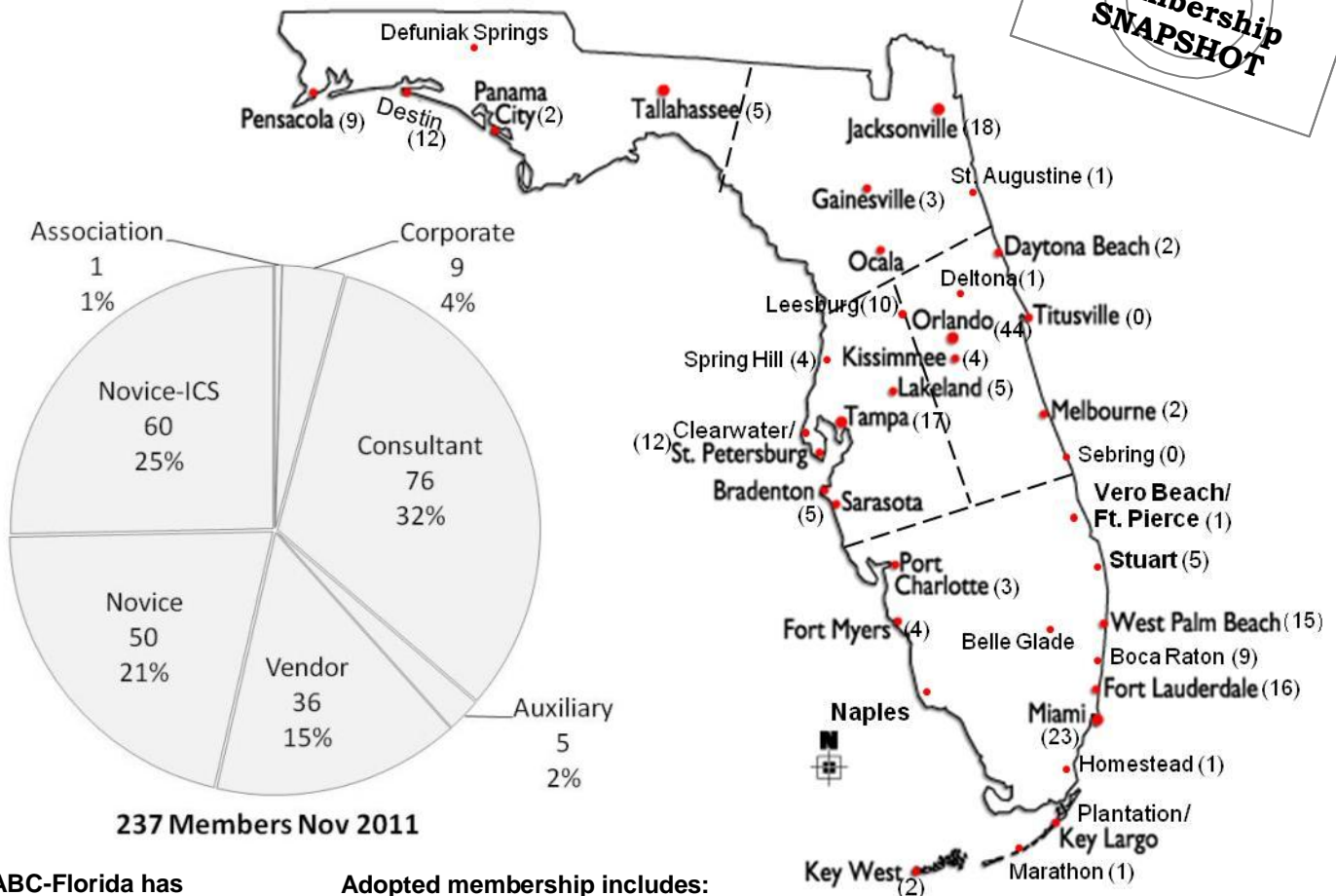
Elise Enloe, MBC™, Diann Valentine and Shelby Tuck-Horton, MBC™



Emmanuela Stanislaus, ABC-Florida Scholarship Winner with Grace Ormonde (R)

Membership Report November 2011

**ABC-Florida
Membership
SNAPSHOT**



237 Members Nov 2011

ABC-Florida has

- 6 Master Bridal Consultants:
AnnaMarie Wintercorn
Elise Enloe
Heather Snively
Lisa Burnett
Heather Canada
Elisa Delgardio
- 1 Master Wedding Vendor:
Sylvia Nikitas
- 6 Accredited Bridal Consultants:
Jessica Giordano
Samantha Jackson
Lovelynn Jensen
Carmen Mesa
Christine Terezakis
Tamara Waterman
- No Accredited Wedding Vendors
- 49 Professional Bridal Consultants
- 1 Professional Wedding Vendor

Adopted membership includes:

- 2 Accredited Bridal Consultants
Yolanda Furbert, Bermuda
Sari Skalnik, Puerto Rico
- 10 Professional Bridal Consultants

Caribbean adopted membership includes: Aruba, Bahamas, Barbados, Bermuda, Haiti, Jamaica, Trinidad & Tobago, Puerto Rico, Virgin Islands



ABC-Florida 2012 Calendar Save These Dates

Tues Jan 24	ABC Mixer at The Special Event, Tampa abctse.eventbrite.com
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www.theSpecialEventShow.com

Wed-Thu Jan 25-26	Volunteers NEEDED for ABC booth. Contact Elise, EliseABCFL@aol.com to volunteer a few hours, meet and network, and enjoy the exhibits.
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Sat Feb 25-Mon Feb 27	ABC Southeast Regional Meeting, Astor Crowne Plaza, New Orleans with Expanding Horizons: Building & Remodeling Bridal Business
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Sun Mar 4	(Not) Just for Novices Workshop, West Palm Beach
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Sun May 20	(Not) Just for Novices Workshop, Orlando
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Sat-Sun Jul 28-29	Tentative: ABC-Florida Retreat Weekend—Save the date, details forthcoming
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Visit www.ABC-Florida.com for Calendar updates, LNG meetings, and registration details.

Nov 11-13	ABC Business of Brides Annual Conference: Diamonds & Denim Denver, Colorado www.BusinessofBrides.com
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Local Networking Group Contacts

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

Panhandle West - Pensacola (Includes Alabama area code 251)

Samantha Jackson, ABC 850-221-3638 Samantha@samanthajacksonweddings.com
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

Seeking leadership

Northwest - Tallahassee — Inactive *Seeking leadership*

Central Florida West - Tampa, St. Petersburg, Clearwater

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

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

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Miami - Dade

Maria Diaz 305-205-8139 cadibridalinc@bellsouth.net
Martha Garcia 305 386-6011 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, 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



Better late than never photos! (Left) ABC-Florida members meet with Randy Fenoli, May 22 in Orlando. From (L): Evelyn Duran, Heather Canada, Victoria Buus, Naomi Hinds, Randy Fenoli, Elise Enloe, Kerline Docteur. (Right) ABC members at BizBash June 4, 2011: (Back from left) Heather Geiger, Rosmary Posada, Maria Diaz, Jessica Giordano, Heather Canada, Diana Tamayo (Front row) Devon Lance, Judy Zimmerman, Melda Fischer, Carmen Mesa, Tammy Waterman, Tanya Hendricks.



Live your Dreams, Say I Do in Puerto Rico

~ Carmen Mesa, ABC™

One of the many benefits of ABC membership is the opportunity of participating in familiarization trips. In July, ABC and the Puerto Rico Convention Bureau partnered to bring stateside and local planners and vendors together in Puerto Rico to learn about this beautiful island and what it has to offer couples planning a destination wedding. The success of this FAMinar could not have been possible without the help of Jenny Santiago and Lisa Altieri of the Puerto Rico Convention Bureau and Sari and John Skalnik of Tropical Weddings.

Day One – Arrival and Welcome

On Sunday, July 17th, ABC members from Florida, Indiana, Ohio, Illinois and Maryland arrived in San Juan, and were driven to our host hotel, the beautiful Gran Melia Golf Resort. Upon our arrival, we were greeted with a welcome cocktail and escorted to the exclusive Red Level lounge for private check-in, where we were all given beautiful Royal Service Ocean-view and Garden-view junior suites, along with two amazing butlers, both named Angel! Many of us were able to enjoy some “down-time” at the pool and beach before our Welcome Cocktail Reception. And what a reception it was!

Day Two – Education and History

On Monday morning, after an outdoor breakfast at the Mirador, we had a site inspection of the Gran Melia, a beautiful property with lush, vibrant tropical gardens, open air lobbies, pools, spa and upscale accommodations. Our Rehearsal to Reception seminar allowed us the opportunity to share many ideas with the local planners and vendors in attendance. We learned the legal marriage requirements in



Puerto Rico, discussed how to partner with local planners and vendors, the expectations of brides when choosing a destination for their wedding and the many options available to them on this beautiful island.

Just down the road from the Gran Melia, lunch was

hosted by the Trump International Golf Club with spectacular views of the golf course, ocean and rainforest. That evening, we traveled to Old San Juan for an overview of the city that is as rich in history as it is in culture. Dinner and site inspection was hosted by the Sheraton Old San Juan Hotel and Casino. This beautiful upscale hotel is in the heart of picturesque Old San Juan, with spectacular views of the bay and minutes from the cobblestone streets, 16th century Spanish fortresses, museums, art galleries, restaurants and world-class shopping. Our only regret was in not having enough time to explore this wonderful Old City. But – we'll be back!



ABC-Florida members arrive at Grand Melia Resort: (Melda Fischer , Carmen Mesa, Elise Enloe, Mercedes Dos Santos, Rosmary Posada, Aviva Samuels. (Not pictured Hasel Bustamante)



An ABC member since 2007, Jenny Santiago welcomes us to Puerto Rico on behalf of the Puerto Rico Convention Bureau.

FAMinar July 17-22

Day Three – Beauty, Beach and Local Flavor

Tuesday morning was a totally unexpected and beautiful experience for us all! Our host site for breakfast was Hacienda Siesta Alegre. This elegant, unique, rustic, Spanish Colonial Bed & Breakfast is nestled in the foothills of the El Yunque Rainforest. It is the perfect place for a country garden wedding in Puerto Rico! Not all island destination weddings have to take place on a beach and this exceptional venue can now be added to the portfolio we are able to offer our couples.

Our next stop was the El Conquistador Resort, A Waldorf Astoria Resort, for a site inspection and lunch. Located where the Atlantic Ocean meets the Caribbean Sea, there are endless options for ceremony and reception sites at El Conquistador, from garden terraces and beach settings, to large and elegant ballrooms or intimate and sophisticated private rooms. Our hosts set up a ceremony site on the lawn overlooking the water so we decided to have a “mock” ceremony. Some of us were the bridal party, others guests, and I as the “officiant” re-married the bride and groom, Sari and John Skalnik.

Next, we boarded a boat for a short ride to Palomino Island for lunch. We arrived to the sounds of a tropical steel drum band and a wonderful private cookout lunch waiting for us. After lunch we relaxed on the beautiful beach, snorkeled or went for a swim. Before we departed the El Conquistador, we were presented individual wedding cakes from the pastry chef. But our day wasn't over yet. Our dinner

Photos by: Glen Weisgerber



John & Sari Skalnik's impromptu vow renewal at El Conquistador Resort with attendant Melda Fischer (R). That's officiant Carmen who's barely seen.



San Juan skyline at night from El San Juan rooftop.

host that evening was the El San Juan Resort & Casino. Located in the fashionable Isla Verde district, this charming hotel with its old world sophistication, is located along the most beautiful beach on the Island. We were treated to delicious traditional island food and a fabulous presentation of folkloric music and dance.

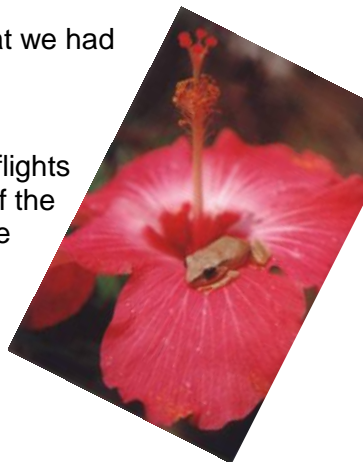


Melda Fischer takes tot the dance floor with local dance troupe.

On our last evening together, it was clear that we had all fallen in love with Puerto Rico!

Final Day – Nature at its Best

Those of us that did not have early morning flights back home participated in the optional tour of the El Yunque National Rainforest, a 28,000 acre rainforest, and the only rainforest in the U.S. National Park System. Walking the trails we saw waterfalls, tropical foliage, tree-top canopies, flowers, snails and lizards (it is a



rainforest, after all!) to the sounds of the “coguis,” the island mascot, a tiny little frog that sings a song “coqui, coqui....that beckons us to return to Puerto Rico.

Southeast Regional Meeting Recap

~Tanya Hendricks, Southeast Regional Meeting Scholarship Winner

On August 12th through the 14th, the Panhandle LNG hosted the Southeastern Regional Summer Meeting at the beautiful Sandestin Golf and Beach Resort. The theme for this meeting was "Fresh Squeezed" and was so very appropriate for the area and the topics! Not only were we engulfed in a beautiful "fresh" setting and spa resort but we were engaged with "fresh" ideas and information from some pretty awesome speakers. There were ABC members from Florida, Georgia, Alabama, the Bahamas and one from Boston!

Friday evening was the get acquainted cocktail party and was absolutely gorgeous with the white and black décor. Very clean and chic! Loved it. We tasted some amazing food and sampled a fresh new drink. We even got to play in a photo booth. It's a lot more fun

being a guest at a party than working it!

Saturday morning started off with a session from Sean Low. Sean's topic was The 4P's – Passion, Philosophy, Platform and Process – of Creative Business. I have to admit after listening to Sean



Lois Pearce, MBC™ (C) demonstrates "tying the knot" with Jenny McClure (L) and ?? (R) during the Cultural Horizons seminar on Sunday.

"preach" on these 4P's, I came home and re-evaluated my pricing and marketing strategies. I feel I am now more focused on the type of client and the price range that fit

my "perfect client" profile.

The breakout sessions were short but filled with great information. I actually had two favorites and can't decide which I loved more! One of my faves was Deborah Simmons on What Makes a Southern Wedding. While I am a little prejudiced on this subject, she put a very light and fun take on several ways to bring Southern into any wedding. My other favorite happened to be one of my twitter friends, Isha Foss. It was so much fun to finally meet her in person and listen to her tell how she pulls it all together. She talked a lot about pricing yourself accordingly and really made me think again about my pricing and packaging. Isha made a statement that really hit home to me. "If they pay me a price I am happy with, I don't mind doing whatever they need." A very smart concept about not having "packages" and locking yourself into what I do and don't do.

2012 (Not) Just for Novices Workshops West Palm and Orlando

Date: Sunday, March 4

When: 9:00 a.m.—4:30 p.m.

Where: West Palm Beach, location pending

Date: Sunday, May 20

When: 9:00 a.m.—4:30 p.m.

Where: Orlando, location pending

There will be two Not Just for Novice Workshops scheduled for Florida in 2012. There may be a third one will not be until late fall, location to be determined.

Registration is just \$99 Cost includes workshop materials, continental breakfast, lunch,

afternoon break and answers to all the questions you can throw at us.

- Have you taken the Professional Development Program but need some help getting started?
- Do you need to hone your skills in meeting with clients and closing the deal?
- Would you like to apprentice with a seasoned consultant?
- Do you need to "grow" some Education and Professional Development points for advancement?

**Then this workshop is for you!
Watch for registration details**



This workshop earns 1 Educational and Professional Development point and meets your 6 hour continuing education requirement for the year! Questions? Contact Elise at EliseABCFL@aol.com

Florida's First Miss Dorothy Scholarship Winner

~ Beth Sparks

The red button on my answering machine was flashing, indicating that I had a new message. I pushed "Play." The message was from Teddy Lenderman, asking me to call her back as soon as possible. I had seen Ms. Lenderman's photo in *Wedding Planner Magazine*; she was the first winner of ABC's top honor, the Miss Dorothy Heart Award. Why would she be calling *me*? Ooh, I had applied for the 2011 Miss Dorothy Scholarship. But I couldn't have won . . . could I? With some trepidation, I dialed the number. Teddy answered right away – and she told me I *had* won! After hanging up the phone in an I-can't-believe-this-has-really-happened daze, my next thought was to call Tammy Waterman, my "hero," the person to whom I most credit my winning the scholarship. Tammy rejoiced—and cried (happy tears)—with me. Then I called Elise Enloe, without whose encouragement (mixed with just the right amount of *prodding*), I never would have applied. I was going to my first annual conference!

It's been a few weeks now since the 2011 Business of Brides conference. Wow! I'm still smiling about it! In my scholarship application essay, I had written, "I know that education will come not only from the sessions but also with the interaction with other members – 'rubbing shoulders' with others who share the same passion and face similar challenges as I." And it was true. I got to meet (as in, *talk to*) Teddy Lenderman, the one who gave me the big news about the scholarship – and Elaine Barker and Mary Charmoli, the 2009 and 2010 winners of the Miss Dorothy Heart Award – and even Yoshi Kohara from Japan (he directs ABC's Asian markets)! It was especially thrilling to meet people I recognized from their photos in our magazine, but really, *every* conversation was meaningful.

There was so much more – the inspirational keynote speakers, the trade show (providing the opportunity to see and touch), the phenomenal décor ideas gleaned from the Diamonds & Pearls reception and the breakfasts and luncheons. I have to give top marks to Elise Enloe for the lineup of presenters for the breakout sessions. (My only problem was narrowing down my choices . . .) Hands-down favorite presenter:

Mark Kingsdorf. He spoke on what we usually consider "boring" subjects – legalities, contracts, protecting yourself from those who would take advantage – but he did so in an incredibly appealing and practical manner (although he assured us, in the nicest possible way, that he is not a lawyer and was not providing legal advice). My other favorite breakout sessions were taught by none other than people from our Florida group: Become the Webmaster of your Domain, and Weddings that Charm & Dazzle. Thank you so much to Heather Canada, Elisa Delgardio, and Lovelynn Jensen (and to Gloria Boyden from Indiana, who taught with Lovelynn)!

The best part, though—the true highlight of the conference for me—came when our own Tammy Waterman was announced as the winner of the 2011 Miss Dorothy Heart Award. I sat there, listening to the description of the winner, thinking to myself, "That sounds like Tammy." And then I started hearing *my*

words quoted from my nomination essay, and I knew. Dear Tammy, you so deserve this honor!

I'm profoundly grateful to Tammy, for the mentoring she has given – and to Elise, who mentored Tammy. It's because of these two women that I was able to win the scholarship to attend the annual conference. Yes, I'm already signed up for next year; the cost of the conference is going into my business budget now. And I'm definitely going to put together my documentation for moving up from ABC Novice level!



Tammy Waterman ABC (L) Miss Dorothy Heart Award Winner with Beth Sparks (R) Miss Dorothy Scholarship Winner.

My advice to other Novices who have not yet been to the annual conference: *Apply* for the Miss Dorothy scholarship! (And the Florida scholarship) I'm ordinary. I never expected to win the scholarship. In my application, I shared from my heart about what a help ABC's education program and ABC people have been to me, but I was also completely candid about my limitations. Applying for the scholarship forced me to rally my thoughts and plans – especially in putting together the business plan summary (which I admit I had not updated since just before starting Joyful Wedding Planning). Even if I had not won the scholarship, I am a better business person for having applied. You will be, too. See you at conference!

I Was Dazzled

~*Emmanuela Stanislaus*

In November, I had the pleasure of attending my very first ABC Business of Brides conference. Attending this conference would not have been possible if it were not for the state scholarship that I applied to and won. "Oh my gosh!" I couldn't believe it but it was true. I was on my way to Baltimore!

I spent time imagining what the conference would be like but it didn't even compare to what I experienced! When I arrived to the hotel on Saturday night, I knew that I was in for a treat. The conference hotel was the historical Tremont Hotel. To call the hotel beautiful would be an understatement. The meeting rooms were uniquely designed with details from multiple gigantic marble columns with gold corbels and marble floors. Each room had numerous oversized chandeliers including the bathrooms. This was a very special place which served as the ultimate backdrop to all of the festivities of the 3 day conference.

On Sunday I attended optional sessions; I made sure that I attended all of them. I was on a mission to soak up as much as possible! I also took the opportunity to go to the tradeshow to see what all of the vendors had to offer. At the First Time Attendees workshop, I received great tips about navigating the conference hotel, I even met a couple of people that I continued chatting with throughout the conference. At Sandals training, I was able to get the Certification to be a Sandals Specialist. That was pretty awesome since I've wanted to take the class for over a year. I'm so excited to be able to offer this as a service to my clients! The Mexico destination wedding session was great as well. Since visiting Mexico last year for my anniversary, I've been thinking about doing weddings there and this session provided me with tools to get started. I was even able to meet with Carmen Laborin, the Director of Romance from the Tourism Board of Mexico. The evening ended with the Opening Reception, which had a Diamond and Pearls theme. Everyone was dressed with their favorite diamond or pearl accessories. It was fun networking, eating while enjoying the two signature drinks for the event. I even had a chance to talk to and take a picture with one of the keynote speakers, Diann Valentine!

Monday morning started off with a Morning Market themed breakfast. I ate the best omelet then it was off to the Opening remarks from ABC President David Wood and the conference planning committee. Twelve new Master Bridal Consultants were announced which included three Florida members – Heather Canada,

Elise Delgardio, and Sylvia Nikitas. The Miss Dorothy Award recipient was Tammy Waterman. It was so moving to hear the stories about Miss Dorothy and see how powerful her legacy still is. I was so proud to be from Florida. I then attended sessions about the Future of Destination Weddings and the Art of Directing an Entertaining Wedding Reception which was followed by the Modern Magnificence Luncheon. Everything was inspired by modern design with various shades of gray and silver and different floral centerpiece design for each table. After lunch, we were treated to our first of two keynote speakers, Diann Valentine, the host of WE TV's "I Do Over". Hearing her speak was by far my favorite part of the conference. She was so inspirational and real. Diann talked about how we all have a responsibility for uplifting the wedding industry. We need to set the trends and show our worth to our clients by not telling them what we do but showing them what we do. After the keynote, I thought that my night was over but one kind attendee gifted me a ticket to attend the Off Site Event "Charming Evening Under the City Lights." It was a fabulous event where we experienced a menu from award winning chef, Jerry Edwards. We learned about wine pairings and I even got to meet Grace Ormonde.

Tuesday started with the Bejeweled Breakfast which was beautifully decorated. There were even gorgeous wedding and bridesmaid dresses on mannequins on top of tables. It was stunning! The day was filled with sessions about creating good contracts, Celebrity Latin Weddings, and how to protect yourself from others using your images or website text for their personal benefit. One of my favorite meals was the Royal Treatment Luncheon which featured a completely gluten-free menu. It was great to learn about the various options that are available. The afternoon activities ended with our last keynote speaker, Grace Ormonde which was followed by a presentation for next year's conference and door prizes.

Attending the Business of Brides conference was amazing and more than I thought it would be. The topics and speakers were great but what I found the most valuable and priceless was learning from those I happen to strike up a conversation with. I had so many "ah ha" moments, countless things that want to implement, and I met fantastic people who are rooting for me to succeed. I left Baltimore re-energized, focused on what I needed to do to accomplish my goals, and excited for next year's conference. This couldn't have been possible without the scholarship and I will forever be grateful for the opportunity.

ABC Annual Conference: Be Charmed...Be Dazzled Photos



(Above left) Table décor at Tuesday's Bejeweled Breakfast; (above right) Royal Treatment Luncheon; (below left) ABC-Florida & Caribbean Pre-Reception "Meet & Greet," (below right) Erin Siegel ABC-Florida Intern assists in pouring for Wine Pairing Session.





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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 reduces printing and mailing costs.

WANTED!

Input and newsletter articles
from ABC-Florida members.

Get published!

Submit an article by March
15th for the next Sunshine
Dialogue.



DENVER • COLORADO

Save the Dates:
November 11-13, 2012

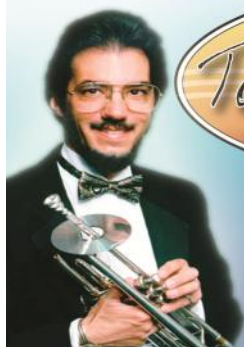
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2012 **THE SPECIAL EVENT**

Conference: January 24 - 27
Exhibit Hall: January 25 - 27
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Tampa, Florida

www.theSpecialEventShow.com - ABC Mixer Tues Jan 24th - details coming



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