



Sunshine Dialogue

Association of Bridal
Consultants - Florida Branch
Summer 2006 Newsletter
www.ABC-Florida.com



The Association of Bridal Consultants sponsored both the Orlando and Tampa Brides Against Breast Cancer Gown Sales.

**ABC-Florida
Making Memories
with**

BRIDES
AGAINST BREAST CANCER



It was **Orlando's first Making Memories** gown sale since 2004, when Fran Hansen, Making Memories founder said she wouldn't come back after a disappointing sale. So we had a lot to prove. We didn't beat Tampa's \$45,000 in gown sales, but we were proud to raise \$15,525 in gown sales on March 24-25 at the Comfort Inn in Longwood with over 80 brides. That will grant about three wishes for terminal breast cancer patients and is five times the amount from Orlando's last attempt. We collected over 200 gowns and added "Pink" - A Very Special Bridal Showcase in the covered courtyard to add to our fundraising efforts.

With almost 20 ABC members volunteering, Fran recognized the quality and professionalism of our volunteers. Thanks to the committee: Diana Higgins-VanDeMark, LaVoria Buckley, Bill Parkison, Shea Baker, and Amanda Brown who worked tirelessly to make our event a success, and to all the ABC members who volunteered: Robin Blalock, Jennifer Beaman-Clark, Thelma Brathwaite, Val Daily, Michelle Darino, Elisa Delgardio, Kerline Docteur, Linda Frisard, Peggy Green, Laurie Anne Portella, and members who participated in "Pink:" Dana Adkinson, Julie Noda, Lynne Curran, Keshia Lynn, and Ed Medici. A special "thank you" to Tara VanDyke, for our media coverage, UCF Rosen students, Mrs. Tallahassee (Allison Rich), and to our families who also lent a hand or two. And, like Tampa, we're already looking forward to next year!

~Elise Enloe, ABC™, Brides Against Breast Cancer Orlando Chair, 2006

Learn more about Making Memories Breast Cancer Foundation at www.makingmemories.org.



This year **Tampa's Gown Sale** March 17-18 at Hard Rock Hotel raised \$45,000

and had over 150 brides. The set-up started at 12:00 p.m. on Thursday 3/16 and the work never ended! The most difficult part of the whole experience was having to get up at 5:00 a.m. on Friday and model dresses LIVE on television. Brides were lined up at the doors both days before opening. The fitting rooms were constantly packed with brides and volunteers helping the brides putting and taking off their dresses. All of the volunteers were a great help and we couldn't have done it without them. I had two weddings that same weekend as BABC and it was a real struggle, but I managed to come every day and stay as long as I could. We had quite a few ABC consultants and vendor members that volunteered their time. Everyone left with a smile on their face and are looking forward to working at next year's event.

~Tammy Waterman, PBC™, Volunteer Chair, Brides Against Breast Cancer Tampa 2006, Special Moments-Weddings & Events

Local Networking POCs

Central Florida East -

Meets monthly, 4th Thursday, luncheons

Elisa Delgardio 407 896-1476
orlandocoordin8tor@earthlink.net
Lisa Konecny 407 366-6640
Eevents@cfl.rr.com

Central Florida West -

Meets monthly, 4th Thursday, evenings

Tamara Waterman 727 321-1480
tammy@eventsbyspecialmoments.com
Lovelynn Jensen 813-298-7777
info@lovelyynn.com
Lori Lakus 813 651-9900
Lori@elegantplans.com
Paula Deartiaga 813 982-1133
paula@a-listevents.com

South - Meets quarterly

Lori Patterson 954 927-8899
info@amaffair.com
Steve Ledewitz 561 733-9277
meetings@bridalassn.com

Northwest (panhandle) Seeking leadership

Northeast - getting started

Jennifer Bates 904 249-3729
jbates@destinationplanning.com
Heather Trimboli 904-246-7634
heather@firstcoastweddings.com

Want to get involved? Contact Elise Enloe, ABC-Florida State Coordinator. EliseABCFL@aol.com

DEADLINE FOR NEXT NEWSLETTER INPUT:

June 15th, 2006.
Watch for your Fall ABC-Florida Sunshine Dialog in mid-July 2006.



ABC-Florida 2006 Calendar

(Summer) May (TBD) Daytona

June 4 ABC-FL Booth at Planit Expo Bridal Show, The Shores, Daytona

(Late Summer) **Save the Date! Sunday August 27th**, Novice Workshop and **Monday, August 28th** ABC-Florida "Taking it to the Top" Regional Meeting, Orlando

Sept-Oct—Panhandle Tallahassee/Pensacola

November 12-14th, Annual Conference, Colorado Springs, no state meeting scheduled

Upgrading/Renewal FAQs

What is required to upgrade or renew my membership?

Continuing Education is an important part of your ABC membership. It is required to renew as a consultant member. It is the consultant's responsibility to provide documentation of continuing education with your membership renewal.

What qualifies?

ABC-sponsored programs (New Horizons, Expanding Horizons, Cultural Horizons, Annual Conference) do not require documentation, as your attendance is documented in your ABC records. Programs provided by state coordinators qualify if they have a strong educational component. ABC-Florida meetings and most Local Networking Group meetings provide evidence of continuing education. You must provide evidence of other continuing education, such as small business courses, floral design, cake decorating, or even learning another language to expand your market.

~Elise Enloe, ABC-Florida, EliseABCFL@aol.com

Notable Novices



Shea Baker and Amanda Brown of Duets Events accept a gown donation at Brides Against Breast Cancer Gown Sale in Orlando.

This quarter's notable novice are a team. They're in the process of upgrading to consultant, and have attended almost every networking meeting, every workshop, and seminar in the past year. Shea Baker and Amanda Brown are Duets Events, and have taken the past year to really explore the wedding industry, establish networking contacts, and apprentice with established consultants. They led the gown collection team for Brides Against Breast Cancer in Orlando.

East Meets West

Over 70 wedding professionals, both ABC members and potential members came together on Thursday, February 23rd at Omni Champions Gate (between Tampa and Orlando). With showcase vendors from "coast to coast," and music by Acoustic Passion, the



(L to R) Back: Miroslav Beck, Bridan Idcocks; Front: Tammy Waterman, Paula Deartiaga, Lovelynn Jensen

décor and menu was evenly split between cowboy-western and elegant-oriental. Elisa Delgardio and Elizabeth Konecny presented "Maximum Exposure" Marketing from the Special Event. With everyone meeting new contacts and expanding their network, and it was determined that this will be an annual gathering.



Truly a test of being able to "pass the baton" and not worry because ABC members make it happen, my special thanks to Lovelynn Jensen and the Central Florida West LNG for "taking over" to ensure this meeting was a success while I fought the flu.

~Elise Enloe, ABC-Florida, EliseABCFL@aol.com

You Might be a Wedding Professional if....



- Food left over from a banquet or meeting is your main staple diet.
- You sit in an office or cubicle smaller than your bedroom closet.
- You get a strange twitch in your right eye when people say the word 'wedding'.
- You smile and say 'good morning' to total strangers in the street.
- It's dark on your drive to and from work.
- You see a good-looking person and you know it's a visitor/guest.
- All the work you were hired to do gets done before 9 and after 5.
- You're already late on an event you just booked.
- Favorite lines are:
 - a. When you get a minute...
 - b. In your spare time...
 - c. I have an opportunity for you...
- Vacation is something you roll over to next year.
- Change is the norm.
- When you are walking in public, you have to fight the urge to pick up scraps of paper and rubbish on the floor.
- Your toilet paper at home is folded in a triangle on the first sheet.
- You answer the phone at home 'Hello this is...., how may I help you?'
- You inspect your hotel room when traveling.
- You call your spouse or partner your "added value."
- You correct people when they use the word free, saying it's complimentary.
- When friends visit you at home, they wonder why you always take them on a "site-tour."
- Most of all, you read this entire list and understand it.



... Author Unknown

Time to Raise Your Prices?

Take a few minutes to read ***Is It Time to Raise Prices?*** From: Inc. Magazine, June 2005, Page: 87
By: Alison Stein Wellner or online at: <http://www.inc.com/magazine/20050601/pricing.html>.

FIRST CALL! ABC-FL Scholarship

Award and Scholarship

It's a great year for ABC-Florida. In an effort to "pay it forward," we've got our own scholarship to defray the cost of attending Annual Conference. If you've never attended the ABC Annual Conference, send a one-page letter describing how you would benefit from attending the Annual Conference to be considered. ABC-FL will award Annual Conference registration for one ABC first time annual conference attendee. Send your letter to Elise Enloe, ABC-Florida State Coordinator, 660 Neile Ct., Oviedo, FL 32765 by July 1, 2006.

Personal information will be removed, and a committee will select the recipient for publication in the fall Sunshine Dialog. By entering, you agree to attend the Annual Conference are responsible for airfare, accommodations, and all other conference costs.

NEW ABC Brochure

A *new* "Do You Need a Professional Consultant" brochure is available from ABC's Mail Order Bride. It's updated, it's glossy, and something you can imprint with your personal/business information. Order

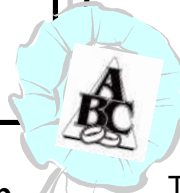
# of brochures	Unit price	Total cost, delivered
50	\$0.95	\$47.50
100	\$0.95	\$95.00
200	\$0.71	\$142.00
300	\$0.71	\$213.00

Contact Carol Carroll at 860 355-0464 or mob@bridalassn.com

Soooo Easy - Sandals

The Sandals Honeymoon Program is providing one more reason for brides to hire ABC members. Our benefits continue to improve. You receive a \$125 marketing credit with ABC for every Sandals/Beaches booking. And now, it's even easier. Sandals will complete the booking—and you get credit! You find the couple, send an e-mail with the ABC code 061061513 to sandalsabcbridal@uvi.sandals.com with the following information:

- ◆ ABC Consultant full name and contact number
- ◆ Client's full name, contact number and convenient time to call
- ◆ Dates of travel (or at least a general time frame)
- ◆ Destination preference (Jamaica, Bahamas, St. Lucia, Antigua or Turks and Caicos)



Submission details are in the ABC Dialogue; don't procrastinate — getting ready now!

The "Miss Dorothy" Heart Award

Dorothy Penner's philosophy on the wedding business was simple. "You have to have heart to do it with a passion so strong it becomes you." That philosophy is the basis for this award.

Nominees must:

- ◆ Be a consultant or vendor member.
- ◆ Have been a member for at least one year.
- ◆ Be nominated by an association member.

Dorothy's criteria:

- ◆ Displays high professional standards and ethics.
- ◆ Is an active member of the association.
- ◆ Believes in continuing education.
- ◆ Has a "heart" for the industry.
- ◆ Cooperates with other members.
- ◆ Attends annual conferences.
- ◆ Seeks advice from peers and gives oneself to those peers.
- ◆ Sees competition as an avenue to polish marketing skills, rather than being the enemy.
- ◆ Never says, "What's in it for me?"

How:

Any member may nominate a member meeting these requirements. In a one-page essay, detail why the person deserves the award.

The "Miss Dorothy" Scholarship

"You cannot afford NOT to go to our annual conferences...." Dorothy Penner auctioned off her wedding-related books, donating the proceeds to start the annual conference scholarship for novice members.

Requirements:

- ◆ Must be a novice member.
- ◆ Must submit a copy of your business plan.

Criteria:

- ◆ If you meet the requirements, and want to participate in this year's Business of Brides Conference, you can apply. You do not have to be nominated by someone else.

Procedure:

- ◆ Complete application
- ◆ Write an essay explaining how you think participating in an annual conference will benefit you as you start your business. Emphasize steps you have taken already to establish your business, such as education, apprenticeships, local meetings, etc. In your essay, do not include your name.
- ◆ Send in your application, essay, and business plan by the published deadline.

ABC-Florida Meetings

Sunday, August 28 at Doubletree Castle, International Dr., Orlando

Finally! An ABC meeting for seasoned consultants and wedding vendors to take your business to the next level.

Join ABC-Florida Branch for a networking reception, 6:30 pm Sunday, August 27th and a full day Monday, August 28th, 9:00 am - 4:00 pm at the Doubletree Castle Hotel, International Dr., Orlando, featuring:

- David Wood III, ABC President
- Barbara Wallace, MBC, CSEP, author of "Wedding Vendor Handbook - Get To the Top and Stay There"
- Lovelynn Jensen, PBC, Wedding Consultant to "Wedding Crashers"
- Heather Snively, PBC, Wedding Psycho-Logic 101- ID'ing the client that is good for you & your business

Sunday, August 27th, 9:00 - 4:30 pm at Doubletree Castle Hotel, Orlando

(Not) Just for Novices Workshop with Elise Enloe, ABC™, State Coordinator

- Initial Consultation (practice)
- Closing the Deal (from lead to commitment)
- Pricing and contracts (bring what you're using or plan to use)
- Apprenticeships, co-ops, bridal shows, and marketing
- This six-hour workshop counts as one requirement for advancing to consultant status

Luncheon speaker Lovelynn Jensen, PBC, Wedding consultant to *Wedding Crashers*

DEADLINE FOR NEXT NEWSLETTER INPUT:

June 15th, 2006. Watch for your Fall ABC-Florida Sunshine Dialog in July 2006.

ABC-Florida is hosting
a Southeast Regional Meeting

Taking it to the Top

Name _____

Address _____

City _____, FL ZIP _____

Phone _____ E-mail _____

Sign me up for

- ABC Member - Non-procrastinator Registration Combo Sunday Reception and Monday Meeting and \$149 (after 7/15 - \$175)
- ABC Member - Monday Meeting only \$130
- "Bring a Friend" Sunday Reception Only \$30 (\$40.00 after 7/15/06)

Total amount enclosed: \$ _____

REGISTER on-line NOW with credit card payment at <http://abctothetop.mollyguard.com>, or make checks payable to "ABC-Florida" and mail to: Elise Enloe, ABC Florida State Coordinator, 660 Neile Ct., Oviedo, FL 32765
Rooms are available at Doubletree Castle Hotel, 8629 International Dr., Orlando, FL 32819 Tel: 407-345-1511 or Toll-free: 800-952-2785 for \$99 single/double under Association of Bridal Consultants group rate. Call Hotel Reservations at 1-800-95-CASTLE (800-952-2785) directly between the hours of 8AM - 8PM, Monday through Friday.

Novice Workshop

Name _____

Address _____

City _____, FL ZIP _____

Phone _____ E-mail _____

Count me in! I'll be there for the (Not) Just for Novices Workshop and "Taking it to the Top Reception" on Sunday, August 27th. RSVP by 7/15—prepaid only.

- ABC Member - Novice Workshop and Reception Combo \$99
- "Bring a Friend" Sunday Reception Only \$30 (\$40.00 after 7/15/06 or at the door)

Nonmembers or Members after 7/5

- Novice Workshop and Reception Combo \$115

Total amount enclosed: \$ _____

REGISTER on-line NOW with debit/credit card payment at ABCnoviceworkshop.mollyguard.com, or make checks payable to "ABC-Florida" and mail to: Elise Enloe, ABC Florida State Coordinator, 660 Neile Ct., Oviedo, FL 32765.

To get the most out of your membership—please provide your e-mail to ABC (mbvsvc@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.



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

80% of brides plan their wedding online.

Can you afford NOT to have a website?

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Contact Heather@firstcoastweddings.com or visit www.bridalconsultants.org for more information

websites for wedding professionals, by wedding professionals

Over 250 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 March 15th 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 Miss Dorothy Scholarship Fund on behalf of ABC-Florida.

p.s. If you like the touch of color,-we'll continue it.



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 keepsake@keepsakefloral.com

Ph: 407.898.5992
 Fax: 407.898.8656

724 Brookhaven Drive
 Orlando, Florida 32803

ABC Seminar Schedule

- May 21, 2006: New Horizons, Raleigh, NC
 - May 23, 2006: New Horizons, Knoxville, TN
 - July 9, 2006: New Horizons, Pittsburgh, PA
 - July 11, 2006: New Horizons, Chicago, IL
 - November 12, - November 14, 2006: Annual Conference, Colorado Springs, CO
 - December 3, 2006: New Horizons, New York, NY
- Details/register at www.bridalassn.com