

**Association of Bridal Consultants—Florida Branch**  
*www.ABC-Florida.com*

# Sunshine Dialogue

Winter 2008-09

*Happy Holidays to all!*  
~Elise



## California Couture

ASSOCIATION OF BRIDAL CONSULTANTS "BUSINESS OF BRIDES" ANNUAL CONFERENCE  
Newport Beach, California : November 9-11, 2008



### In this Issue

California Couture with Colin Cowie	1, 3
Tough Times—New Year	2
Local Networking Group News	3
ABC-Florida 2009 Calendar	3



Above Elise Enloe meets Colin Cowie

Annual Conference was an exhilarating, exhausting and eye-opening three days. The Florida delegation was a lot smaller than last year's. Lovelynn Jensen, Elise Enloe, and Tammy Waterman, were presenters among some inspirational educational topics. Linda Frisard helped the local committee with A/V.



Food, décor, and atmosphere was truly couture!

Colin Cowie was absolutely amazing! He started a spontaneous auction at Tuesday's luncheon to raise money for the Miss Dorothy Fund and ended up with a dozen members willing to pay \$10,000 to work with him!

### ABC-Florida Co-op Ad

To help stretch your limited advertising dollars, ABC Florida Branch is banding together for a **full-page color ad** in a **statewide bridal publication**. Your business name, phone number, and website will be listed in the ad for \$350 per year, payable in two \$175 payments to ABC-Florida. We need 12 members to commit to participate at this price before finalizing a contract with Brides Florida. With more members—the price goes down. This opportunity is for ABC corporate, consultant and vendor members who have been members at least one year as of December 31, 2008. You must agree to maintain your ABC membership for the duration of the annual contract.

**Interested?** Contact Tammy Waterman, [Tammy@eventsbyspecialmoments.com](mailto:Tammy@eventsbyspecialmoments.com) by January 15th, 2009 with your complete contact information.

### 2009 Market Forecast

**Wedding General (Free Report) from [www.theweddingreport.com](http://www.theweddingreport.com)**

In 2009, the number of couples getting married will remain steady overall at about 2.2 million. If the economy begins to recover, we may see a slight increase; however, if we see more economic turmoil the number of weddings will decline in 2009 as couples wait for the economy to recover. Spending will follow the same trend, except that overall spending will be down 10% over 2008, which is already seeing a decline of 20-30%. In 2009, we estimate the average wedding cost to be between \$21,000 and \$25,000. What are **YOU** Doing?—(next page)



Above Linda Frisard (L) and Kenya Washington (R) celebrate at the Opening Reception.



## Tough Times—New Year—What are YOU Doing?

I recently asked our membership these three questions.

### 1) *What are you doing differently given the current economy?*

This is the most unstable economic time I've experienced since starting my business. After a few cancelled weddings plus a couple of cancelled contracts within a six month span, it became apparent that I should prepare for an uncertain winter season. I've cut miscellaneous spending by dining out less and avoiding the malls. I'm trying to be better about conserving energy around the house, and try to combine appointments and excursions to reduce travel expenses. While this has been inconvenient and unpleasant, it has brought to light a lot of bad habits; I've been forced to evaluate wasteful practices and believe this will benefit me and my company in the future. ~ Elisa Delgardio

With the major problems in our country, we all know it will ultimately turn around. We just have to attempt to wait it out. I have stepped up some advertising in specific places. I have also stepped up the guests I have on my show to stretch the subject matter more. People are looking for answers, options and alternatives. I am focusing on this type of education. I never turn a bride down with questions regardless of being one of my brides or just seeking some qualified information. ~ Bobbi Hicks

*Working to accommodate the brides budget by lowering my prices when needed or extending their payment's for more than 3 months. I feel I would rather get the event than lose it unless of course I can't justify the cost of the package. We have to cover our expensive and hopefully have a little left over. ~ Dawn Gurley*

Being a newcomer in owning my own business after several years of working for others as consultants, I have studied the

business industry more closely. This is the time during the slow period to make your dollars for advertising stretch where they need to be. I advertise with one major advertiser and then the rest is word of mouth. I have been following up with my vendors by phone, email in person establishing new relationships in business. I have taken the time to add services to my company that will make the bride feel like she can depend on you for all her needs with just a phone call or an email with the varied services that we offer. ~ Rosie Moore

### 2) *What do you do to maintain or restore your life balance? (What keeps you going?)*

Balancing life has been simplified by a slowing economy. ~ Elisa Delgardio

I stay focused on health and fun. These two things can keep anyone going in hard times. Laugh a lot and take your vitamins. Watching funny movies really helps with the humor. Then, you can return to every day work with a much lighter attitude. ~ Bobbi Hicks

*My faith in God. Support from my family. My passion for what I do. ~ Dawn Gurley*

To maintain my life balance between work, family, the business aspect, you really have to be a great multi-tasker and take the time needed for yourself to replenish yourself. I dance for fun at a local dance studio and perform about twice per year time permitting. ourselves afterwards for a nice meal away from the stress of the household chore and business to do's. What keeps me going is the love of the work I do because I genuinely love people and want to make their dreams come true with their budget and see this blessed event take place. Each bride is treated as if she were the only one even though they are not. ~ Rosie Moore

### 3) *How are you preparing for the 2009 wedding season?*

I am moving forward as I normally would, and taking full advantage of the opportunity to focus more energy and attention on marketing. ~ Elisa Delgardio

Fortunately, I have about 20 weddings booked. Of course, I am hoping to fill the schedule out, but I am very grateful for these. They are very large weddings. These seem to be the ones that are sustaining. I am helping several brides with bits and pieces on the smaller weddings. This may be the low wave of the future. ~ Bobbi Hicks

*Working my leads and following up with a phone call, email, or mail outs. Doing bridal shows and some advertizing. Making relationships with other wedding professionals meeting with them one on one and networking. ~ Dawn Gurley*

I have prepared by getting a new web site, making sure that all my advertising that is paid is in place and all the non-paid advertising is in place as well. I have signed up to do our bridal shows and have also connected with several vendors to partner with. I have obtained some select vendor contracts. I am getting involved with caterers to be able to connect with brides needing day of coordination once they obtain their catering. 2009 is the preparation for the 2010 weddings. ~ Rosie Moore

*You've probably been formulating your answers—just in time to start the new wedding season. Thanks for sharing to:*

Elisa Delgardio, CSEP, PBC, A Flair for Affairs, Orlando

Bobbi Hicks, Weddings by Bobbi, Sarasota

*Dawn Gurley, Wedding Wows, Clearwater*

Rosie Moore, PBC, 27 Miracles Wedding Consulting, Orlando

## Local Networking Group News

South Florida's first networking luncheon was held at PGA National Resort and Spa on October 27th. With 27 attendees; six were ABC consultants, the others were vendors. After brief introductions, we talked a little about the ABC and what we hope to accomplish with our Local Networking Group, followed by a mini-session on wedding trends. Several vendors were interested in more information about the ABC, so, we were sure to have membership brochures available to everyone. We toured the venue, which can host all sizes of events following a beautiful renovation. After the tour we had lunch, networked some more, had a brief survey and gave away door prizes donated by local businesses

Vendors contributing to our event: PGA National provided the space and food. BBJ Linens supplied the table linens, chair covers and napkins with a different look for each table. A Red Rose provided tabletop decor; L & L Duo entertained with live music; and Dreamday Celebrations provided



(L-R) Melda Fischer, Lori Patterson, Cindy Morley (LNG Host), Christine Terezakis (LNG Host) and Susan Sachs

Caribbean Breeze sun products with the ABC logo as table favors.  
~ *Christine Terezakis*

ABC-Florida co-hosted the Event Industry Holiday Luncheon "All Wrapped Up" at Ginn Reunion Resort Thursday, December 4, 2008 from 11:30 am – 1:00 pm along with MPI, ISES and NACE with 25 ABC members contributing to Project Ziplock donations to the USO, Jacksonville. Thanks to Elisa Delgardio for representing ABC-Florida on the planning committee.



## 2009 ABC-Florida Calendar (so far)

Feb 22	Not Just for Novice Workshop—Destin
Feb 26	East Meets West Central Florida LNGs Orlando Marriott Airport
March 13-14	Brides Against Breast Cancer Gown Sale—Orlando
March 20-21	Brides Against Breast Cancer Gown Sale—Tampa
April-May TBD	Southeast Regional Meeting North Carolina or Georgia
August	State Meeting—south Florida
Nov 8-10	Annual Conference, Indianapolis, IN

**BRIDES**  
AGAINST BREAST CANCER

### WANTED

### DEPENDABLE, ENERGETIC ABC VOLUNTEERS

For both Brides Against Breast Cancer Gown Sales.

Orlando e-mail  
BABCgownSale@aol.com

Tampa E-mail  
Tammy@eventsbyspecialmoments.com

## Local Networking Groups

LNG meetings are listed on our website, [www.ABC-Florida.com](http://www.ABC-Florida.com). Meeting notices are by e-mail only, so please ensure you have a valid e-mail on [www.bridalassn.com](http://www.bridalassn.com) and don't block those emails. **Welcome new LNG co-directors!**

### Panhandle

Samantha Sherbutt 850-221-3638  
Samantha@samanthajacksonweddings.com

### Northwest

Danette Saylor 850-212-0438  
info@goldengatherings.com  
Kenya Washington 850-591-3010  
kashington@eventplanningforlife.com

### Central Florida West - meets 4th Thursday, evenings

Tamara Waterman 727 321-1480  
tammy@eventsbyspecialmoments.com  
Paula Deartiaga 813 982-1133  
paula@a-listevents.com

### Central Florida East - meets 4th Thursday, luncheons

Elisa Delgardio 407 896-1476  
orlandocoordin8tor@earthlink.net  
Kerline Docteur 321 662-9125  
kerline@joiedevieevents.com  
Greg Kennedy 407-382-0018  
greg@kennedyphotography.biz

### Northeast (Jacksonville)

Lisa Burnett 904-268-1429  
lisa@elegantweddingsbylisa.com  
Cassandra Chernesky 904-613-1228  
cassie@flaireweddings.com  
Cheryl Raby 904-226-4658  
cheryl@avowtwokeep.com

### South - Treasure Coast

Cindy Morley 772-344-0421  
eventfull1@aol.com  
Christine Terezakis 772-220-0373  
ctcelebrations@aol.com

### South - Ft. Lauderdale

Lori Patterson 954 927-8899  
info@amaffair.com  
Melda Fischer 954-713-0002  
ElegMemories@aol.com  
Reema Hayden 954-499-5549  
reema@avantgardeevent.com  
Carmen Mesa 954-649-7441  
cceventdesigns@aol.com

### South - Miami

**Volunteers needed!!**



Elise Enloe, MBC™  
ABC Florida State Coordinator

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E-mail: [EliseABCFL@aol.com](mailto:EliseABCFL@aol.com)  
[www.ABC-Florida.com](http://www.ABC-Florida.com)

**NOT JUST FOR NOVICES  
WORKSHOP**

Where: Destin, Florida

When: Sunday, Feb 22

Cost: \$79 by 2/7; \$89 after

Register:

[abcfnovicedestin.eventbrite.com](http://abcfnovicedestin.eventbrite.com)

Elise Enloe, MBC™

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 ([mbrsvc@bridalasn.com](mailto:mbrsvc@bridalasn.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)

**Heather Trimboli**  
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*over 15 years of business, hospitality and wedding experience*  
<http://Careers.FirstCoastWeddings.com>

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