

Wedding Planner

MAGAZINE

SPRING 2020

Inspired by the Association of Bridal Consultants (ABC)

WEDDING TRENDS

MANAGING
FINANCIALS WITH
CLIENTS

ARE STYLED SHOOTS
DEAD?

EVERGREEN
CONTENT

ABC MEMBER
BENEFITS





Jacqueline Augustine is a writer and financial advisor assistant. A wedding and design fanatic, Jacqueline likes to keep abreast of the latest trends. In her spare time, Jacqueline enjoys reading, dance, travel, yoga, and all things Broadway.

She lives in Milwaukee, Wisconsin with her fiancé Dan and their many pets. Read her insight as a bride on page 7.



With a degree in Communications, Nems Scarim knows people. Her genuine love for human beings led her to own an award-winning catering company for 10 years, work in restaurants for over 20, and

serve on local and national boards in the event industry. Today, her company, AgencyNEMS manages established and rising stars in the music industry. Nems is back at it; marketing, handling, advising, negotiating, booking, encouraging, nodding, saying no-ing and making-sure-ing her clients are making the very best decisions to catapult their careers into stardom. In all reality, her job mainly consists of asking "where did I put my phone" for the eleventy-kajillionth time. Read her advice on evergreen content on page 24.



Steve Kemble, "America's Sassiest Lifestyle Guru," has been the go-to expert for high profile events, weddings, fashion and all things lifestyle and fabulous. For more than two decades, Steve has executed countless corporate

events, weddings, and celebrity functions, throwing parties for everyone from President Obama to the Dallas Cowboys. Steve has served as International President of ILEA, and he has received over twenty-five industry awards including: ILEA Volunteer of the Year, the MPI International Planner of the Year, the NACE National Affiliate of the Year, The Special Event Gala Lifetime Achievement Award, and the Event Solutions Hall of Fame Award. Read his expert advice on trends on page 9.



Jacqueline Vazquez is a passionate entrepreneur, international wedding and event planner, leading educational expert in the industry, and international speaker. She earned her Master Wedding Planner designation in 2013 and has

held ABC leadership roles including Local Networking Director, NY State Manager, and most recently the ABC Outreach Director. Read her insight on page 21.



Jessica English is the owner and editor of Apple Brides, the leading wedding resource for couples getting married in the Pacific Northwest. She spearheads both the digital and print publication of content on a daily basis

to assist couples in their planning journey. She also works as an event planner in the area, and has been an ABC member since 2014. Read her advice on styled shoots on page 16.



Teddy (Lenderman) Perry has been in the wedding industry since 1985 when she opened Bearable Weddings & Special Events, LLC. Teddy is one of 52 Master Bridal Consultants™ in the world with the Association of Bridal Consultants. She

is the author of The Complete Idiot's Guide to the Perfect Wedding, Illustrated. To date, the book has sold over 175,000 copies world-wide. Teddy is married to Robert C. Perry of Greencastle. She has two married sons, and five adorable grandchildren who make life so much fun. Read her opinion on the benefits of emeritus membership on page 20.

WHO'S WHO IN THE ABC?

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ABC CODE OF ETHICS

Our ABC members agree to:

- represent each client fairly and honestly, providing all agreed-to services in a timely and cost-efficient manner.
- establish reasonable and proper fees for services and provide written estimates to each client.
- use honest, factual advertising.
- deal with employees and clients fairly, in an unbiased manner.
- disclose to clients any payments received from suppliers.
- operate an establishment that is a credit to the community.

WEDDING TRENDS: CELEBRATE YOUR OWN STYLE IN 2020

First and foremost whatever the trends, remember this is the couple's day and their wedding should be about them and showcase what makes them unique. As planners, we should always encourage our couples to put their own personal stamp on their wedding regardless of what's hot at the moment.

BARRETTES & BROOCHES

Veils are here to stay, but the barrette has taken over the tiara as the hair jewelry to have. Many brides are also using fabulous heirloom brooches in their tousled tresses. For hair the trend of effortless hands off hair continues to grow, with the undone bun à la Meghan Markle being especially popular.

GRAZING TABLES

The trend of late night snacks has been around for a while, but now we are seeing a movement from mini burger and fries in a cone to late night grazing tables with fabulous charcuterie boards featuring cheese, crackers, nuts and fruit.

SELF-SERVE REFRESHMENTS

Self-serve refreshments are a fabulous and fun trend! From Champagne and beer served via wall mounted taps to signature drinks mixed up in cut-crystal dispensers, creative drink stations with flowers, fresh fruit, signage, decorative

straws, risers and more are always appreciated by your guests. Additionally on the plus side, this trend could save you the cost of a bartender or two!

GO BIG

As they say, go bold or go home! Couples are creating more and more social media worthy moments in the form of gigantic balloon walls, fireworks, and dramatic hanging overhead alter pieces.



Photo credit: EZ Party Time

SUSTAINABLY STYLISH

A trend that is sure to continue through the decade is eco-friendly weddings. Consider composting flowers and food after the event to using wedding stationery composed of recycled paper to asking your caterer to source local or organic produce.

WEDDING CAKES

The biggest trends I am seeing in Wedding Cakes is acrylic

cake tiers being used to showcase blooms or a monogram, as spacer tiers, or simply to create a focal point. Additionally, trends to truly make your cake Instagram worthy consider cakes with brush strokes or dripping icing. As the decade progresses I think you will also see more non-cakes, items such as doughnuts, cupcakes and cookies.

FLORAL

Blown out or a single color grouping, the classic quintessential rose is making a comeback. The flower known as the symbol of love gives any special occasion a romantic feel that will never go out of style.

TAKE A SEAT

Wedding reception lounges ranging from vintage to modern have become a popular thing in recent years and the trend is forecasted to become even bigger in this decade. It's a great way to give wedding guests a place to relax, engage in conversation, and enjoy delicious bites. From tables and chairs to buffets, bars, rugs, lamps and sofas are all ways to create a fabulous and distinctive look for your wedding.

BIG GOWNS

The sexy silhouette gown will always be around, but a trend I love seeing return is the wed-

ding ball gown. Also we are seeing the return of sleeves exaggerated with sheer fabrics, volume, draped, embellished and in lace. Additionally a trend I see coming on strong for this decade is brides changing into jumpsuits, like the one Real Housewives of Dallas star LeeAnne Locken wore.



Photo credit: Gregory Martin

GET LIT

More and more couples are realizing that you can set the tone and mood for your big day by using various elements of lighting. Lighting allows you to showcase various elements and create different atmospheres throughout the course of your wedding and reception. I especially like the mix of hanging pendants, lampshades and chandeliers.

GENDER MIXED WEDDING PARTIES

Instead of all-female bridesmaids and all-male groomsmen couples are selecting the people they truly want standing by their side. In the coming decade, look for more Males of Honor and Best Women.

PLANNING

Long gone are the days of planning a wedding for two years. Planning a wedding in 6 to 8 months is a growing trend and one I personally love. If a couple thinks that can't happen, take the opportunity to explain to them the benefits of hiring a professional planner who can definitely make it happen.

-Steve Kemble,
America's Sassiest Lifestyle
Guru

Let Us Help You Say "I do"

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