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Theme of the Month: Affiliation

Participating in friendships, sharing things with friends, and forming attachments to them

Greetings from the President ~ Amy Mader

It is always interesting to be the employer of a small business. You are always looking for ways to be innovative and ahead of the curve. You are also attempting to outsmart/outplay/outlast your competition. You will make alliances and forge relationships that you feel will benefit you. After all, you will not get kicked off your own island, but you might get kicked out of the inner circle you are wishing to be a part of. This is the daunting task of being a survivor in the wedding industry. As you are trying to be a survivor, one thing that is often forgotten is how to make a true friend.

How do you make the "right" affiliations? Who do you trust? It is an ongoing task each business owner will have to work on. It is important to realize that everyone will not be a friend and not everyone you interact with is the "right" affiliations. However, use your gut instinct to assess your acquaintances character. Are they "good eggs"? Do they tell you how it is? Or what you want to hear? A true friend will be there not only through the good times but in the thick of bad times. It is in the difficult times that you will need them the most. Therefore, this month, go find yourself

some "good affiliations". You will be only as good as the people who surround you.

Best- Amy

Amy Mader, PWC



Quote of the Month...

A real friend is one who walks in when the rest of the world walks out.

~ Walter Winchell



Consultant of the Month

Meet Rosa Gibson of Austin Wedding Planners

10 Questions with Rosa...

1. Funniest/weirdest/worst thing to ever happen at a wedding? Weirdest thing, to happen at a wedding, was when I could not find the groom when it was time for the bride and groom to exit. I looked for him everywhere. My assistant looked for him too. The best man called for him from the door of the men's room without any answer. It turned out that he had been in the men's room, chilling. He needed a few minutes to ponder what had just happened.

2. Why did you want to be a professional in the event industry?

I wanted to be a professional in the event industry because I wanted to show my ability to create a stunning display and succeed in the challenge of putting together the client's dream.

3. What do you like most about the event industry?

The lack of monotony is what I like most about the event industry. I love the challenge of orchestrating a wedding. I am thrilled with the end result and I love meeting the goals of the families and bride and groom. I love hearing that they could not

have done it without me.

4. Why are you unique?

I do not know if I would say unique, but I am all over it like icing on wedding-cake. I am real. I am detailed and organized. I give every event everything that I have. I am sensitive and I care a lot.

5. What is your greatest accomplishment?

Putting my money where my mouth is, and owning a wedding planning business in Austin is my greatest accomplishment.

6. If you were not in the wedding industry, what would you be doing? Interior Design

7. Name 5 things on your bucket list. I want to visit Italy. I want to become more fit. I want to continue my education. I want to get more involved with mission work. I want to plant a garden.

8. Finish the sentence - I realized this industry is unique when... I discovered the number of moving parts to an event. Job one is to become familiar with my client through scheduling meetings and many email and telephone exchanges. We must have a clear understanding of the vision. Details have to

be ironed out from picking out rentals to finding a venue. Together we have to find a vendor, for example, to fit their personality and budget. Executing their vision is the fun part.

9. Finish the sentence - My biggest pet peeve is... when a friend or relative wants to take over the planning of the wedding. People can contribute ideas, but the wishes of the bride and groom have priority.

10. Finish the sentence - When I was a child, I dreamed I would be a... dancer.

Rosa's

CONTACT INFO

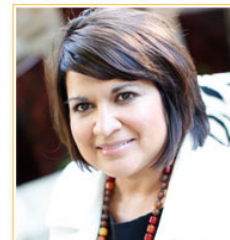
Owner/Wedding

Event Specialist

Email:

info@austinweddingplanners.com

Phone: 512.826.6034



NEAWP BOOK CLUB!

Our first book is:

Ticket to the Limit: How Passion and Performance Can Transform Your Life and Your Business into an Amazing Adventure: Written by Austin Author Randy Cohen.

About the book:

How can someone get the best seats to the Super Bowl, the Olympics, the Kentucky Derby, and all the greatest concerts and sporting events in the world? By owning TicketCity, one of America's fastest-growing ticket brokers.

In this motivational and inspirational book, you will learn how author Randy Cohen started a business with just \$1,200 and a few University of Texas basketball tickets and built it into a ticket-selling empire that today serves 250,000 clients in seventeen countries. Along the way, Cohen introduces you to his Woo-woo philosophy to life and business, and takes you behind the scenes at the Masters, the World Cup, the Final Four, and other phenomenal events.

The Woo-woo philosophy has enabled Cohen to take life by the horns, find the good in any situation, and experience astonishing adventures. Through his incredible stories and heartfelt advice, Cohen shows you how to live big and play big, while finding the joy in the day-to-day confusion of life. Cohen's enthusiasm and passion for life is contagious. And if you don't immediately know how to join the author in living your dreams, just follow Randy's Rules of Reason and your passions will blossom. Energizing, inspiring, and always entertaining, this book will make you cheer for the world's greatest event--your own wonderful life.

Our 1st book club meeting will be Tuesday May 4th. We will be discussing Ticket to the Limit at this meeting.

Please contact Amanda Dudley for more details on meeting location and time.

Vendor of the Month

Meet Skip Neal - the Honeymoon Guru

10 Questions with Skip...

1. Funniest/weirdest/worst thing to ever happen at a wedding?

Well, I was sitting in a small church in Dallas at my college roommate's wedding and just as the bride and groom were starting their vows, a cell phone started to ring right next to me and it was really loud. The guy next to me actually answered the phone and had a conversation, unbelievable. The vows continued and the guy kept having his phone conversation. I found out after the service that he was an actual family member of the bride

2. **Why did you want to be a professional in the event industry?** I always liked to travel and tell other people about my experiences. I knew I would be a good travel professional, but I wanted to do something different and fit a need where there wasn't much service offered. After doing research and a lot of due diligence, I realized that my niche was best for the honeymoon travel market. I wanted to specialize in doing honeymoon travel only and offer a unique one to one personal service that seemed to be lacking in the industry.

3. **What do you like most about the event industry?** The two best things I like about this unique industry is getting to know and make professional as well as personal relationships with other wedding vendors and I like to use all the tools I have to



help each and every client make a good informed decision on what is best for them.

4. **Why are you unique?** I feel that I am unique in that I offer a very personalized service that is given to each and every client I have. Since I work from a home office and don't run a retail store, I have the flexibility to make my experience with each and every client customized to what works best for them.

5. **What is your greatest accomplishment?** Obtaining my Masters Degree

6. **If you were not in the wedding industry, what would you be doing?** I would probably be doing something with law and politics.

7. **Name 5 things on your bucket list.** Attend Wimbledon, The Masters, & The British Open, own a Harley Davidson, and own a house on the water in Hawaii.

8. **Finish the sentence - I realized this industry is unique when...** I first came into the industry some 4 years ago and was welcomed with open arms by everyone. I have never experienced such a welcoming and no cold shoulders like this ever before in an industry. I knew I was in the right place from day one.

9. **Finish the sentence - My biggest pet peeve is...** poor service.

10. **Finish the sentence - When I was a child, I dreamed I would be a...** college professor.

Featured Wedding ~ Gina & Jason

<http://www.nuptialessentials.blogspot.com/>

Photos & description provided by Suzi Q. of [Q Weddings](#).

Gina and Jason's pink and gold theme charmed everyone who attended their wedding. Gina and Jason are just adorable... a sweet couple, so happy together. Gina wore great



floral Manolo Blahniks and a stunning Elizabeth Fillmore gown. LuAnn from Verbena Floral Design created an amazing bouquet, it perfectly enhanced Gina's look.

Getting ready: [Stephen F. Austin Hotel](#).

Ceremony and reception: [The Austin Country Club](#)

Flowers: [Verbena Floral Design](#)

Linens: [Platinum Linens](#)

Cake: [Coco Paloma Desserts](#)

Vendor Spotlight

Contact: Paul Raila

Web: www.popboom.net

Email: paul@popboom.net

Phone: 512.567.6139

**Population
Boom**
Film and Video

Pop. Boom is a boutique production company based in Austin, TX. Turning ideas into reality, they specialize in the creation of custom film & video projects that range from commercials to music videos, short films to corporate videos, & more. Pop. Boom works closely with their clients in order to learn about their brand, message & goals. Handling all aspects of production, we create one-of-a-kind concepts that are as unique as our clients themselves.

Wedding Packages:

- Ceremony Only
- Highlight Film Package
- Full access Film Package
- * All wedding films shot in stunning HD
- * Each wedding package is shot with multiple cameras by two Videographers
- * Prices range from \$800 to \$4,000

NECI & NEAWP NEWS

NECI

GRADUATES!

Rosa Gibson – Austin, Texas
 Tara Turner – College Station, Texas
 Holly Viles – Allen, Texas
 Kelly Brock Maffei – Austin, Texas

Welcome to our Newest Members!

Becky Navarro - Whole Foods
 Kathryn Dagar-Albarado - Dagar's Catering
 Nicole Patel - Delysia Chocolatiers
 Angela Bradley - Details of Austin
 Cindy Elley - The Knot
 Kerri Wootten - Leave the Details to Me
 Alina Praxmarer - Alina Prax Photography

A message from "Donation Diva" Amanda...

***April Charity is Safe Place!** We are looking for grooming supplies to place in bags for the guests who go to Safe Place. Thanks to Alegra's Invitations for donating the bags. We have 25 bags to fill! You can get a lot of personal supplies for \$5.00! Bring to April meeting or email Amanda@neawp.org for more info!!

***Volunteers are needed for the Prom Princess Project shopping day.** We need personal shoppers in April to help the young ladies select their prom dress. We are still collecting dresses & accessories. If any vendors would like to donate their talents (hair and makeup, manis & pedis, limo, tuxedos, corsages, etc.) contact Amanda!

***Remember to look for our change bucket at the registration table prior to each monthly NEAWP meeting.** Drop in your pocket change and in November we will go on a shopping spree for toys to be donated to Toys for Tots just in time for Christmas!



April Meeting Sponsor ~
 A big Thank You to
 Austin Wedding Jookbox!

Meet our April Guest Speaker!



Wendy Covey, TREW Marketing

Wendy is a passionate leader who leaves no stone uncovered. She believes that effective marketing begins by developing a thorough marketing strategy and clear objectives based on business goals. She has built her reputation on creating opportunities amid the chaos and leveraging each opportunity to achieve the highest possible result.

Wendy is talented at building comprehensive, custom marketing plans that integrate numerous activities together to support primary goals and messages. She employs industry best practices to ensure each activity is effectively executed. From company and product launches to web redesigns and large events, Wendy's approach is collaborative, creative, and measured. She has worked with small, start-up businesses, industry associations, cause-organizations, and large B2B technology companies.

Prior to co-founding TREW Marketing, Wendy spent much of her 15-year career building and producing successful global marketing, events, and services programs at National Instruments (NI). As Senior Leader of the NI Global Software Services business, a \$112 million business unit including customer training, certification, and software maintenance, Wendy developed a corporate vision for services; utilizing customer focus groups and extensive external research to create new service offerings and set global service policies.

As Senior Events Manager, Wendy oversaw NIWeek, an annual global user conference, in addition to the NI trade show and seminar programs. Wendy observed and researched an opportunity for new lead sources and founded the NI Webcast Program, which quickly became one of the most effective lead generation programs for NI. Wendy implemented and utilized functional dashboards and customer surveys for each area of events as means to monitor and manage program performance.

Raised in a family of educators, Wendy is passionate about education issues, particularly in the areas of STEM and early childhood development. She holds a Bachelors Degree in Journalism and Marketing from Texas A&M University.

AWARDS: *National Instruments Executive Award, NI Marketing Excellence, NI Spirit Award*

Upcoming Meetings		Other Events...	
 <p>April Meeting Wednesday, April 7th the Westin Hotel</p> <p>May Meeting Wednesday, May 5th Steiner Ranch Steakhouse</p> <p>June Meeting Wednesday, June 2nd Hilton Downtown</p> <p>July Meeting Wednesday, July 7th Buca di Beppo Austin</p>	<p>August Meeting Wednesday, August 4th Courtyard/Residence Inn Downtown</p> <p>September Meeting Wednesday, September 1st Omni Downtown</p> <p>October Meeting Wednesday, October 6th Mercury Hall</p> <p>November Meeting Wednesday, November 3rd Central Market</p>	<p>YOU'RE INVITED! NEAWP Happy Hour Wednesday, April 21 5-7 pm The Belmont 305 W. 6th St No fees. Just drinks. Come & Enjoy!!</p> 	<p>NEXT MENTOR MEETING Tuesday, April 27 @ 10AM Limit *6 participants based on first to contact Barbara at barbara@barbarasbrides.com</p> <p>*1st mentoring session March 30th was a success! We got lots of positive comments.</p> <p>*Not just for planners, right now we're meeting with a variety of vendors. The long term goal will be to have more specific mentoring per vendor category.</p> <p>*If you have wedding industry questions & need to discuss the Austin market in a small group setting, join us!</p>
<p>Wednesday, December 1st ~ NEAWP Holiday Party the Four Seasons</p>		<p>NEAWP Book Club! Tuesday, May 4 ~ More info TBA...</p> 	

Contact the 2010 NEAWP Advisory Board

If you'd like to participate in any committee, contact committee chair. The Austin chapter advisory board meets prior to the general meeting. General membership is welcomed to attend the advisory meeting. RSVP to amy@neawp.org if you would like to attend.

- NEAWP/NECI President, Amy Mader, amy@neawp.org
- Admissions Advisor, John Cook, john@nuptialesentials.com
- Chapter President, Barbara Hearne, barbara@neawp.org
- Meeting Committee, Kyle Sorenson, kyle@neawp.org
- Hospitality Committee, Falana Thomas, falana@neawp.org
- Hospitality, Kristi Treadwell, kristi@neawp.org
- Education Committee, Cortney Zieky, cortney@neawp.org
- Financial Committee, Dawn Earley, dawn@neawp.org
- Philanthropy, Amanda Dudley, amanda@neawp.org
- PR Committee, Dustin Meyer, dustin@neawp.org
- Newsletter Committee, Shelley Hale, shelley@neawp.org

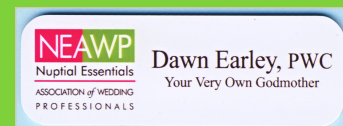
Important MEMBER info!!

- *Please pay by PayPal by midnight Sunday prior to the meeting. You will enjoy the pre-paid rates of \$30/member and \$50/guest.
- *If you choose to pay at the door, meeting fees will be \$35/member and \$55/guest.
- *If you are unable to attend a meeting, you are still responsible for meeting fees if you RSVP'ed that you would be in attendance.
- *Don't forget to renew your membership to keep your meeting fees at \$30! If your membership lapses, you will be required to pay the guest rates.
- *Let us know if you have specific dietary needs as soon as possible, and we will keep them on file and make every attempt to accommodate them at the meetings! (You won't have to tell us each month!)

MEETING NAMETAGS

If interested in an NEAWP Nametag, please send \$7 and the following to Dawn to dawn@neawp.org
Name
Business Name

**\$7/tag which includes a magnetic back.



NEAWP
Nuptial Essentials
ASSOCIATION of WEDDING PROFESSIONALS

www.neawp.org

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(P) 866-766-NECI / (F) 888-682-4109

The Nuptial Essentials Association of Wedding Professionals (NEAWP) provides networking, resources and support for Professional Wedding Consultants. We also offer continuing education for experienced consultants through Nuptial Essentials Curriculum & Education (NECI).

