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*Greetings from the President ~ Amy Mader*

Happy Spring to you all! I am so pleased with all the things that have been implemented by our 2011 Board since the Gala. We had an extremely successful membership drive in March and I cannot believe that we are already in April! It is often at this time of year that I am reflecting on the months of December and January when I actually thought "I cannot wait to do something". Now I am saying "I need 10 more

hours a day to get things done!" Being in the thick of the spring wedding season, I am challenging you to be aware of your colleagues and their needs. Do they seem overwhelmed? If yes, how can you offer some assistance? It will be at this time that you will feel that you are being the most productive and you will be amazed how one innocent act of kindness can change someone's life. I recently had the opportunity to

assist another planner at a wedding so she could attend a religious event with her child. I was only present for 3 hours but it made the world of difference to her. So! "step out of your box" and lend a hand. You will be surprised at how good you feel making someone else happy.

Best - Amy

Amy Mader,  
PWC

*April Quote of the Month...*

Progress always involves risks.  
You can't steal second base  
and keep your foot on first.  
~Frederick B. Wilcox

*May Quote of the Month...*

Life can either be accepted or changed.  
If it is not accepted, it must be changed.  
If it cannot be changed, then it must be accepted.  
~Unknown

**NECI Certification Seminar**

Are you looking to be certified or have staff certified in one weekend? NECI will be hosting a 3 day seminar here in Austin in June.

For more information- contact Amy at [amy@neawp.org](mailto:amy@neawp.org).

**Summer Mini Industry seminars!**

**Watch out for the dates!**

Do you know the best way to cut a wedding cake (where it looks all pretty)? What is the fastest way to make a bouquet or groom's boutonniere? How do you "take and share" amazing photography detail shots? Bring your sack lunch and enhance your knowledge for those pesky little things you need to know.

Contact [amy@neawp.org](mailto:amy@neawp.org) for more information

## Industry News & Notes

### Bridal Motif Fashion Show

**Sunday, May 15, 2011**

Westin Hotel at the Domain | [www.bridalmotif.com](http://www.bridalmotif.com)

Jaya Shulka - NEAWP Member

Bridal Motif Wedding Fair and Fashion Show will showcase the uniqueness of the Indian, Hispanic, American, Asian and African Cultures

*As seen through media and print, the wedding industry is changing rapidly.*

*With global influences in music, fashion, and entertainment, the American couple is excited about incorporating beautiful elements outside of their own customs that emphasize the couple's philosophies and love for one another. Especially in Austin with such diverse culture and the presence of a multicultural UT, cross cultural weddings are on all-time high. It is with these industry and social trends that the idea for An Eclectic Bridal Show was born.*

*Placing yourself in the forefront of this eclectic audience will not only cause your business to be center stage with your traditional target market; but quite possibly realize new business as your business is introduced to brides and grooms of other ethnicities as well.*

*Additionally, companies will enjoy not only representing themselves to their primary target market, but also benefit from a growing audience in newly recognized markets. Additional to the traditional services like gowns, event planner, cakes, photographer, make up, Music & entertainment, new couple's requirement of travel, realtors, Bank, consultant are also welcomed. We have partnered with the Westin Austin at the Domain and invite you to share in this exciting event.*

### The Good Life Furniture Launch Party

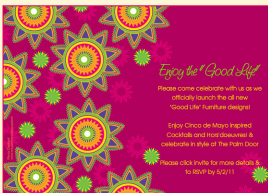
**May 5, 2011**

5:00pm -7:00pm

The Palm Door

401-A Sabine Street Austin 78701

Premiere Party Central Participant - NEAWP Member



### Due to the confusion of a local franchise, Allegra Print and Imaging, Alegra's Stationery is now **Works On Paper!**

512.323.0600

Same location- same great service!

[www.worksonpaperaustin.com](http://www.worksonpaperaustin.com)

[nancy@worksonpaper.com](mailto:nancy@worksonpaper.com)

[stephanie@worksonpaper.com](mailto:stephanie@worksonpaper.com)

### Bride's Against Breast Cancer- Couture Gown Sale- Hilton Hotel

For more information, contact NEAWP Member - Elizabeth Rison at

[Elizabeth.rison@hilton.com](mailto:Elizabeth.rison@hilton.com)

The dates are:

July 8<sup>th</sup> - VIP night to view dresses, appetizers, cocktails

July 9<sup>th</sup> - Gown Sales from 10AM-6PM

July 10<sup>th</sup> - Gown Sales from 10AM-4PM

**Many thanks to Kristi Serrano from The Knot, LLC for her outstanding presentation at our April meeting!**



### NECI Graduates

Crissalane Discher Austin, Texas

Courtney Nielson Austin, Texas



### New NEAWP Members

Geoff Duncan - Geoff Duncan Photography

Lauren Allen and Samantha Botello - Vintage Villas

Michele Schwartz - The Modern Jewish Wedding

Thomas Meredith - Rojo Pictures

Liz Baughier - Elizabeth Jayne Photography

Stephanie Bierlein - The Hyatt Hotel Downtown

Cindy Elley - The Knot

Becky Navarro - Pearl Events

Melanie Tipton - The Last Petal

Kathy Thomas - Kathy Thomas Floral Design

Angela Bradley - Details of Austin

Scott Ertresvaag and Wendy Prindle - The Driskill Hotel

Brad Lemon - Hyde Park Photography

Katherine McCommon - ILD Lighting and Design

Scott Calvert - The Cake Plate

Crissalane Discher - In Adischen Events

Jaya Shulka - Bridal Motif

Jennie Temple and Debi Hamilton - Villa del Lago

### Vendor Spotlight...



### SoCo foto

We have taken the photobooth concept and put it inside a vintage Airstream trailer. To top it off we added a cool, classic Austin graphic to the side which makes it a great backdrop and photo prop that says "Greetings from Austin". Everyone loves the idea and we are gaining a lot of traction for wedding, party and promotional events.

We play old time rock'n music in the trailer and supply the props for the photos. Pictures are printed and delivered right out of the side of the trailer and are typically ready before they exit. Print templates, layouts and color configurations are unlimited. For promotional events we can easily add logos and product marketing information which becomes a keepsake with ongoing impressions.

We just launched and we are renting for events and pre-approved at Laguna Gloria and The Terrace Club. While it is not a fit for every venue, we have been photographing the Austin area with Austin Imagery for over 5 years and have found most of our clients are in outdoor venues or set up at many places that are a perfect fit. [www.airstreamphotobooth.com](http://www.airstreamphotobooth.com)



## NECI &amp; NEAWP NEWS

## Board Notes



From "Donation Diva" Amanda...

Email [Amanda@neawp.org](mailto:Amanda@neawp.org) | 512-289-5150  
for more info!!

*\*If you are interested in volunteering or donating your services to any of our Donor events please contact me!*

#### Upcoming Charities:

We will be collecting items from the **Safe Place Wish list**. You may bring any items you wish to donate from the wish list to our meetings for the months of **May, June and July**.  
Wish List: <http://www.safeplace.org/page.aspx?pid=363>

**SafePlace is having a Baby!** A "donation" baby that is...

We are currently registered at Target

**Mother's First Name:** SafePlace

**Mother's Last Name:** Donations

**Baby's Name:** SafePlace | **Due Date:** May 31, 2011

*Items you purchase from the SafePlace Baby Registry will directly impact families escaping sexual and domestic violence by allowing SafePlace to provide necessary care for children during a time of transition, which in turn allows both children and parents to focus on healing.*

#### 3rd Quarter Charity (July – September):

Heal in Comfort: [www.healincomfort.com](http://www.healincomfort.com)

Heal in Comfort is a non-profit organization dedicated to helping women heal in comfort and dignity after surgery in their battle against breast cancer.

**Starting in July through October** we will be collecting monetary donations for this charity. We will be hosting a community evening event this fall (Sept/Oct) to help raise awareness for this wonderful organization.

From "Mentor Maven" Barbara...

Email [Barbara@neawp.org](mailto:Barbara@neawp.org)  
for more info!!



#### Wedding Coordinators Only

##### Meetings

Here are the dates of the future meetings so you can plan ahead with your busy schedules!:

**\*\*5/25 | Hyatt Restaurant Downtown**

**7/27 | 8/24 | 10/26 | 11/16**

*Looking forward to sharing wedding stories, problem solving and see you there. - Barbara*



From "Media Mogul" Eric...

Email [Eric@neawp.org](mailto:Eric@neawp.org)  
for more info!!

#### **Blogging Tips w/ Eric**

Every Tuesday 11am  
space is limited

#### **JOIN THE NEAWP NETWORK!**

**Blog:** <http://neawp.blogspot.com>

#### **Facebook:**

<http://www.facebook.com/pages/Austin-TX/Nuptial-Essentials-Association-of-Wedding-Professionals/286580283391>

**Twitter:** <http://twitter.com/NEAWP>

#### Book Club Dates: \*\*NEW Book and Meeting Date!

**July 26th @ 12pm**

**A Place of Yes: 10 Rules for Getting Everything You Want Out of Life - Bethenny Frankel**



*The book is mainly an autobiography that discusses her life, love, and work experiences. She explains how her childhood shaped who she is today and how she moved beyond many of the unfortunate experiences her parents put her through. The second part of the book goes in to detail about the many jobs and business ventures that brought her to where she is now. She discusses everything from her first internships to her attempt to get on the Apprentice to her experience on Martha Stewart Apprentice to her random, but successful pasmina company to Bethenny Bakes to the Real Housewives to her business today. She explains how her relentless work ethic allowed her to build and grow from each experience to finally find the success she imagined. This part of the book I found more interesting. Her career was built from many steps and she tried not to let any experience go to waste. She in fact, "makes everything her business"...another rule.*

## Upcoming Meetings

Indicates Board Meeting\* 9:30am

Regular Monthly Meetings are from 11am - 1pm (unless otherwise indicated)

### May Meeting

Wed, May 4<sup>th</sup>  
Flemings Downtown  
\*Round Table Discussion

### June Meeting\*

Wed, June 1<sup>st</sup>  
Austin Country Club  
\*Bar/Bat Mitzvah Panel

### July Meeting

Wed, July 6<sup>th</sup>  
Moonshine's  
\*Round Table Discussion

### August Meeting

Wed, August 3<sup>rd</sup>  
Barton Creek Resort  
\*Technology of 2011  
Come as a Member!

### September Meeting

Wed, Sept 7<sup>th</sup>  
\*\*6:30pm\*\*  
Star of Texas  
SPECIAL EVENT OLYMPICS!!

### October Meeting\*

Wed, October 5<sup>th</sup>  
Abels on the Lake  
\*Bride Panel!  
Fall Membership Drive

### November Meeting

Wed, November 2<sup>nd</sup>  
Location TBD  
\*TBD

### \*December Meeting\*

Wed, December 7<sup>th</sup>  
Location TBD  
\*NEAWP Holiday Party\*

## Thank you to our Sponsors of the Month!

### April

Flora Fetish - Carrie Beamer  
[www.florafetish.com](http://www.florafetish.com)  
The Cake Plate- Scott Calvert  
[www.thecakeplate.com](http://www.thecakeplate.com)  
Hilton Austin Airport- Jenni Dyer  
[www.hilton.com](http://www.hilton.com)  
Marquee - Rachel Garrett  
[www.marqueeeventgroup.com](http://www.marqueeeventgroup.com)

### May

Stacey Hogge - Petal Pushers  
[www.petalpushers.us](http://www.petalpushers.us)  
Fleming's Steakhouse  
[www.flemingssteakhouse.com](http://www.flemingssteakhouse.com)

## 2011 NEAWP Advisory Board

The advisory board meets prior to the general meeting on dates indicated above.  
General membership is welcome to attend the board meetings.  
RSVP to Amy if you would like to attend.

NEAWP/NECI President, Amy Mader, [amy@neawp.org](mailto:amy@neawp.org)  
Money Honey (Treasurer), Dawn Earley, [dawn@neawp.org](mailto:dawn@neawp.org)

### Welcome Wagon Wizards (Membership):

Skip Neal, [skip@neawp.org](mailto:skip@neawp.org)

Lydia Smith, [lydia@neawp.org](mailto:lydia@neawp.org)

### Brain Buddies (Education):

Keri Wootton, [keri@neawp.org](mailto:keri@neawp.org)

Deidre Brown, [deidre@neawp.org](mailto:deidre@neawp.org)

Donor Diva (Philanthropy), Amanda Dudley, [amanda@neawp.org](mailto:amanda@neawp.org)

Meeting Hunter, Cortney Zieky, [cortney@neawp.org](mailto:cortney@neawp.org)

The Informant (Newsletters), Shelley Hale, [shelley@neawp.org](mailto:shelley@neawp.org)

Righteous Recruiting Rep (Admissions), John Cook,

[johnjohn@neawp.org](mailto:johnjohn@neawp.org)

Mentor Maven, Barbara Hearne, [barbara@neawp.org](mailto:barbara@neawp.org)

Media Mogul, Eric Hegwer, [eric@neawp.org](mailto:eric@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'd 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

Still need an NEAWP Business Nametag?



Tags must be paid for before ordering.

Please contact Dawn at [dawn@neawp.org](mailto:dawn@neawp.org).  
send \$7 and the following  
{Name & Business Name}

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

You can also order on our website  
by PayPal for \$7.50.

**NEAWP**  
Nuptial Essentials

[www.neawp.org](http://www.neawp.org)

ASSOCIATION of WEDDING PROFESSIONALS 10133 Planters Woods Drive Austin, TX 78730  
(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).

