

*Lead Story ~ What Is the Better Business Bureau?**What is the Better Business Bureau?*

Erin Jones of The Better Business Bureau breaks it down for us...There are four areas of the BBB:

Mission and Vision. The BBB strives to be the leader in advancing marketplace trust through character and performance and to have a vision of a marketplace where buyers and sellers can trust each other.

Structure. Our local BBB takes care of service in Central Texas and represents some 5.5 million consumers. 97.7% of all the BBB's information is available online.

Purpose. The BBB wants to create a community of trustworthy businesses. Its principles are set through accreditation standards and encourage and support best business practices through Torch Awards that celebrate good business behavior, have a rating system of A+ - F, and denounce substandard behavior.

Core Services. The BBB provides business reports (A+ - F grade) determined by how businesses deal with consumer disputes and can assist to help you resolve disputes. In addition, they do charity reports that give information on the charity and where your donations go. They promote busi-

ness ethics, fight fraud, and provide a consumer information clearinghouse.

Erin shares with us the following wedding scams, so that we might be better informed and help our clients make better informed decisions when considering vendors...

Top 10 Wedding Scams seen by the BBB:

1. Bridal shops cut dress manufacturer labels off of wedding gowns to prevent online shopping.
2. Overseas diamond jewelry stores lie about diamond quality and guarantees.
3. Bridal shops sell used or damaged gowns as new
4. Bridal shops lie about being an authorized reseller of gowns (ex. knock-offs). To avoid this get a list of authorized resellers from the manufacturers website.
5. Limo service doesn't show up or has the wrong vehicle. Make sure the contract includes details such as vehicle make/model.
6. Musician does not show up the wedding. For this, have a "no-bump" clause in the contract.
7. Wedding studios bait and switch photographers and do not produce photos as prom-

ised.

8. DJ does not provide services as promised.

9. Florists short change the number of flowers in the centerpieces.

10. Diamond jewelers switch the diamond during cleaning. You CAN watch your diamond being cleaned. Also have the serial number etched on the diamond.

Anyone involved in an issue may file a complaint. Business ratings are by the severity of the complaint and how the complaint was handled.

Should you be interested in becoming a BBB accredited business, simply fill out the online application and pay the application fee. See www.bbb.org for more information.

Final advice from Erin, "get everything in writing!"



***To see a video of this program visit:**

www.wildparrot.com/NEAWP/jan09/janmeeting.html

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**SPECIAL POINTS OF INTEREST:**

- ◆ Better Business Bureau
- ◆ Bakeries! and more...



- ◆ News & Current Trends
- ◆ NECI Blog!
- ◆ Chapter News



~Vendor Tips & Shout Outs!~

Vendor Tips: Bakeries



*Polka Dots
Cupcake Factory*

Contact: Olga
2826 Rio Grande St, Suite B
Austin, TX 78705
512.476.DOTS (3687)
info@polkadotscupcakefactory.com
www.polkadotscupcakefactory.com

Stardust Pastry

Contact: Summer Pruett
512.659.2065
summer@stardustpastry.com
www.stardustpastry.com

Blue Note Bakery

Contact: Angi Jiles
4201 S. Congress #101
Austin, TX 78745
512.797.7367
angi@bluenotebakery.com
www.bluenotebakery.com

hey cupcake!

Contact: Wes Hurt
5530 Burnet Rd.
Austin, TX 78756
512.476.2253
wes@heycupcake.com
www.heycupcake.com

Vendor Tips (Bakeries) Thanks to...

Cortney Zieky, PWC
Something To Celebrate
Wedding and Event Coordinating
(512) 779-5396
cortney@somethingtocelebrate.biz
<http://SomethingToCelebrate.biz>

Vendor Shout Outs : January

~Bakeries~

Cakes by Bridges

Contact: Stacey Bridges
512.826.4824
www.cakesbybridges.com

*cake balls, wedding cakes & grooms cakes, dessert catering for events, seasonal confections, & custom cupcakes with delivery in the greater Austin area.
(Courtney Caplan)

Blackbird Bakery

Contact: Karen Morgan
Gluten Free Treats
*Available for special orders
And @ Emerald City Press
915 N. Lamar Austin, TX
www.emeraldcitypress.com
www.theartofglutenfreecooking.com
(Pam)

Simon Lee Bakery

Contact: Judy Lee
2700 Pecan St W # 790
Pflugerville, TX 78660
512.990.4888
www.simonleebakery.com
(John Cook)

~Other Shout Outs~

Thomas Saverio Salon

Contact: Stylist: Martha Lynn Barnes
Contact: Salon Manager:
Nadia Ramirez
5416 Parkcrest suite 800
Austin, Texas 78731
512.323.6015
www.thomassaverio.com
www.mlmadeyoulook.com
nadia@thomassaverio.com
(Paige Smith)



Looking for a new jazz band?

Go to: www.belltowertrio.com

They are amazing!



*Cakes by Bridges
~Cake Balls*

Sabia Modern Aromatherapy

Contact: Pam
1100 S. 1st St.
Austin, TX 78704
512.469.0447
www.sabia.com
(Amy Mader)

Resurgence Fitness

www.resurgencefitness.com
(Amy Mader)

Rae Cosmetics

The 26 doors shop
1206 W. 38th St.
Austin, TX 78705
512.320.8732
www.raecosmetics.com
(John Cook)

Photography Studio 563

202 Colorado Street,
Austin TX 78701
866.251.0677
info@studio563.com
www.studio563.com
(Becky Brock)

Steiner Ranch Steak House

5424 Steiner Ranch Blvd.
Austin, TX 78732
512.381.0800
info@steinersteakhouse.com
www.steinersteakhouse.com
(Amy Mader)

Catering by Rosemary

2110 San Jacinto Blvd.
Austin, TX 78701
512.471.0789
www.therkgroupaustin.com
(Heather White)

When you need that special alcoholic beverage try

**Twin
Liquors**

They offer a great selection and great service!

Consultants Corner - Meet Courtney Caplan of Caplan Miller Events!

Courtney is native of Houston and attended the University of Texas at Austin. Prior to launching Caplan Miller Events, she served as Director of Catering at Austin's historic Driskill Hotel, where she thoughtfully constructed an innovative team of event professionals – including Sarah Miller, Amanda Barone and Elizabeth Elias. Together, the three engineered some of the city's most celebrated gatherings and oversaw more than 1,000 weddings, corporate events and social affairs for such esteemed clients as Gwyneth Paltrow, Willie Nelson, Lance Armstrong, Coldplay and Sylvia Weinstock. In fall 2006, Courtney moved on to establish Courtney Caplan Events, knowing she would one day rebuild the closely-knit team she had worked with at The Driskill. Six months later, Sarah Miller signed on, and Caplan Miller Events was born. Amanda followed soon after, and Elizabeth completed the Caplan Miller Events team in October 2008. Today, Courtney and her team compose four of the best minds in the event planning business, each one offering comprehensive event services, from concept to execution. The Caplan Miller Events team's meticulous attention to detail and solid relationships with local vendors assure clients that their business is in good hands. The team's shared

background offers clients a unified approach to their event, no matter which representative takes on the production role. Courtney's recreation of her "dream team" brings together four unique perspectives that complement one another to connect clients with the best of Austin. As the business develops, Courtney continues to stay on top of both developments within the industry, and developments within the city. She maintains relationships with Austin's established providers while reaching out to progressive newcomers to create original experiences for Austin's creative clientele. The result is a stunning combination of new and traditional, fresh and professional – a spectacular event, every time. Courtney is a member of Nuptial Essentials Association of Wedding Professionals (NEAWP), Austin Wedding & Event Coordinators (AWEC), and sits on the advisory board for the Texas Hill Country Wine & Food Festival, NEAWP and Seaholm, LLC. She is a certified Nuptial Essentials Curriculum Instruction professional wedding consultant.

Previous Experience

Director of Catering, The Driskill Hotel 2003-2006 Catering Manager, The Driskill Hotel 2001-2003 Catering Coordinator, The Driskill Hotel

2001 Catering/Conference Services Assistant, The Driskill Hotel 2000-2001.

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

I once walked in on my bride and groom as they were consummating their marriage! yikes!! They were supposed to be at the hotel bar for an after-party, but instead when to their suite. I didn't realize this and let myself in to place gifts and keepsakes in their room. I saw the groom's bootie!!!



Owner Caplan Miller Events

4410 Burnet Rd. Suite A
Austin, TX 78756
512.610.770
courtney@caplanmiller.com
www.caplanmiller.com
Year Started Business: 2006

Courtney is a Graduate of the University of Texas at Austin with a BS in Communication Studies (2000) and Memorial High School (1996).

John John's News & Current Trends...

How will the economy affect business and budgets in 2009?

Try to think of unique and economical ways to help clients. For example, a macaroon tower instead of a wedding cake to cut costs.

2009 Color Trends: Grey, Silver, Yellow, Mango, Purple

Blog Spot!

Check out the Nuptial Essentials Blog!

"Who Is Your Wedding Planner?"
<http://nuptialesentials.blogspot.com>

Nuptial Essentials

ASSOCIATION of WEDDING PROFESSIONALS

10133 Planters Woods Drive
Austin, TX 78730

Phone: 866-766-NECI

Fax: 888-682-4109

E-mail: amy@nuptialesentials.com

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).

NEAWP News

January 2009

Important Dates: Mark your calendars!

Feb 03, 2009	Polo's Signature - Houston
Feb 04, 2009	Whole Foods - Austin
Mar 04, 2009	Hyatt Lost Pines - Austin
Apr 01, 2009	Peche - Austin
May 06, 2009	Maiko Sushi Lounge - Austin
Jun 03, 2009	Sago - Austin
Jul 01, 2009	Palm Door - Austin
Aug 05, 2009	East Side Café - Austin
Sep 02, 2009	Louie's 106 - Austin
Oct 07, 2009	ATT Conference Center - Austin
Nov 04, 2009	Renaissance Hotel - Austin
Nov, 2009	NEAWP Conference (TBA)
Dec 02, 2009	The Mansion at Judges Hill - Austin



Student Corner...

Congratulations

to our most recent graduates!

Joyce Thomas- Fort Worth, Texas
Cortney Curtis Zieke- Austin, Texas
Heather Jackman- Katy, Texas

Welcome

to our newly enrolled students!

Heather White - Austin, Texas
Heather Carroll - Austin, Texas

Don't forget to have your Vendor Shout-outs ready for each meeting!

Chapter Notes...

Austin Chapter

Board Members

Sarah Miller - Director
Amy Mader- Membership Coordinator
Dawn Earley - Chapter Treasurer
Amanda Barone - Secretary
John Cook - Hospitality
Courtney Caplan - Programs
Shelley Hale - Newsletter
Becky Brock - Blog Master
Cortney Zieke- New Vendor Representative

Restaurant & venue suggestions for meetings: Sarah

Speaker suggestions: Courtney

Newsletter submissions: Shelley

NEAWP Facebook page and blog information: Becky

Continuing education class suggestions: Amy

So far the ideas are:

Battle of the Bands

Chef Demo

Wine Tasting

Photography Gallery

(could be tied in with the wine tasting)

Wolf Stuntworks

If you feel you would be an asset to our Austin chapter members or if you want to add some titles to your resume, email amy@nuptialesentials.com for more information on the duties of each position.

STILL NEED THE FOLLOWING POSITIONS FILLED:

Internship Liaison

Philanthropy

Consultant of the Month Coordinator

Wedding of the Month Coordinator

Resource Page Manager

Houston Chapter

NEAWP February Cocktail Social...
February 3, 2009 at 6:30 pm in Houston, TX at Polo's Signature. To be invited to this event please contact us.

Update

Supporting our members in Houston

We are pleased to start another chapter and are looking for any support that can come from our outstanding Austin group. This is a new idea for Houston, as they do not have a wedding consultants organization. Any support you can give will be greatly appreciated.

We will be doing happy hours each month. The happy hour information will be listed on the association website.

Bridal Idol

Is in the works as a fundraiser in Houston! If you would like to participate in this event contact johnjohn@nuptialesentials.com.

Email or call John if you know of any vendors or students in Houston that he should invite to join the Houston chapter!

Final thought...

Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity.

~George Patton

And go plan beautiful weddings & events!