

### *Greetings from the President ~ Amy Mader*

According to dictionary.com, respect means to show regard or consideration for; to refrain from intruding upon or interfering with. Being that we all have been privy to the song "RESPECT" by Aretha Franklin at weddings, we all know the song is requesting "R-E-S-P-E-C-T Find out what it means to me".

A major part of this job requires respect. To gain respect, you first need to give respect. We need respect from the clients, vendors and event consultants so trust will develop and allow us excel in our job. If respect is lost by just one link of the chain (on the vendor, event consultant or client side), the event can shatter faster than a glass platter hitting a ceramic tile floor. We need to have respect for ourselves by standing up for what we believe in and doing what we feel is right. I have had

the distinct pleasure of working with many vendors and clients over my tenure as an event planner, and have been fortunate enough to cultivate many relationships. Some have been outstanding and others have not been. It is important to realize that as long as you respect yourself and take care of your reputation, you will be successful. It is difficult to take the high road many times, but the one time you do not take the high road, you will most likely regret it. As the late Jackie Robinson said, "I'm not concerned with you liking or disliking me... All I ask is that you respect me as a human being".

I encourage you to flush out your personal definition of respect. Truly find out what "R-E-S-P-E-C-T" means to you and incorporate it into your daily lives. Do you respect yourself enough to charge enough

money to make a living? Do you respect your knowledge and education to share with others and grow as a person? Do you respect your clients to provide them the best service you can possibly provide or are you wanting to make a quick "buck" by jamming as many weddings as possible in one weekend and being completely exhausted by the time the fourth wedding rolls around? Encourage yourself to trust and respect your clients, vendors, event consultants and most importantly, yourself! That is a key to being successful.

Have a wonderful June!  
Best-  
Amy Mader, PWC



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I would like to extend my deepest gratitude to the following photographers who offered their services for a head shot session at May's meeting. Their willingness to donate their time and talent is most appreciated. ~Amy

Anthology Photography  
Bonnie Berry Photography  
Dustin Meyer Photography  
Q Weddings  
Shannon Cunningham Photography  
Thompson Poole Photography

### NEAWP Featured Weddings

Thanks to Amelia Tarbet & Eric Hegwer for taking on this project!

- Submit your work to be featured to [photos@nuptialessentials.com](mailto:photos@nuptialessentials.com)
- Member's weddings will be featured and please send about (12) photos, listing all involved vendors
- 1 wedding per month will be chosen

### Special points of interest:

- ◆ President's Greeting
- ◆ Featured Weddings on NEAWP website
- ◆ Convention!
- ◆ May Meeting in Review
- ◆ John John's Thoughts



# MARK YOUR CALENDERS!

## NEAWP Annual Convention 2009

October 25 - 27 / The Driskill Hotel

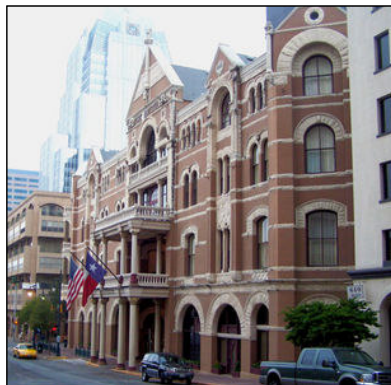


**With Special  
Guest Speaker**

**COLIN COWIE!**

*Respected around the world as an arbiter of style, Colin Cowie is widely known for designing and producing the most spectacular celebrations across the globe.*

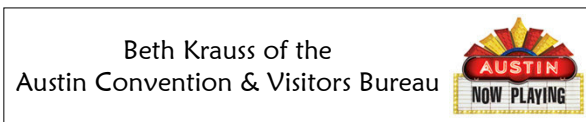
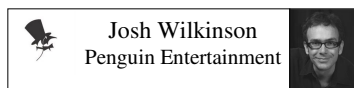
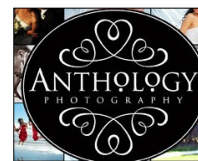
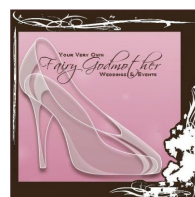
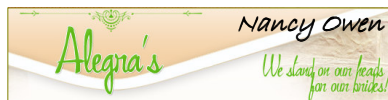
Learn more about Colin @  
[www.colincowie.com](http://www.colincowie.com)



**The Driskill Hotel Built in 1886.**

The Driskill remains a landmark of legendary Texas hospitality. Located on Sixth Street in the heart of downtown Austin, the luxurious, historic hotel is convenient to all that the city has to offer, including the Texas State Capitol, convention center, opera, symphony, fine dining and shopping. Known as the "Live Music Capital of the World,®" Austin is home to nearly 200 music venues, many within walking distance of The Driskill.

### Thank you to these local vendors who have agreed to help!



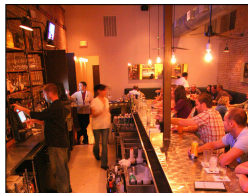


## ~Vendor Tips & Shout Outs!

### Rehearsal Dinner Locations:

#### Parkside

Contact: Allison Gueli  
301 E. 6th Street  
Austin, TX 78701  
512.474.9898(phone)  
allison@parkside-austin.com  
www.parkside-austin.com



#### La Condesa / Malverde

Contact: Alexis Lanman  
400-A W 2nd Street  
Austin, TX  
512.499.0300  
alexis.lanman@malverdeaustin.com  
www.lacondesaaustin.com

#### Paggi House

Contact: Tori Tinnon  
200 Lee Barton Drive  
Austin, TX  
512.473.3700  
tori@paggihouse.com  
www.paggihouse.com



#### Vendor Tips Thanks to...

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

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

## WELCOME

*To our newest associate members!*

Stella Alesi -  
Stella Alesi Photography

Tanya Posavatz  
Clink Events

Alexandra Gates  
Whole Foods Culinary Center

Michael Akila  
Floral Renaissance

## May Meeting in Review Legal Issues: Intellectual Property



Our Thanks to Heather Archer, Attorney at Law

**What is it?** *A creation of the mind belonging to the creator.*

#### What types are there?

- Trade Name - The (business) name you trade under
- Trademark - Words, phrases, logo, symbol, etc. Signifies that a product/service is unique
- Service Mark - Used in relation to services rather than products
- Copyright - Gives the owner the exclusive right to reproduce
- Trade Secret - Confidential info that gives a competitive edge
- Patent - Grant of a property right to the inventor

*\*Patents can & do expire. After expiration, another similar product can come online*

#### How to Protect Intellectual Property

- Trademark or Service Mark
  - Must be unique, unusual, or distinctive
  - Must be used in commerce & be used regularly
  - Must be registered with either the state or federally
- \*To be perpetually protected, trademark must be registered & not abandoned*
- Copyright
  - Must register in order to file any grievances
  - Protected for life of author plus 70 years after death
- Trade Secret
  - Secret, holder must keep it a secret!
  - Keep patent secret so you have control & people have to pay for use of product

**Why Protect Intellectual Property?** *You should protect it because it is your time, ideas, integrity, & hard work!*

#### What are recourse options?

- Decide if it's cost effective to pursue someone who has taken your intellectual property
- If you have a copyright, make sure that you have the symbol, date, & name on all intellectual property. Send a letter to the other party & if they do not remove your images, then can move forward with an attorney. *-The same situation is valid for a trademark.*
- Find a good general attorney for basic legal services to help weigh your options.

## Visit NEAWP

### Nuptial Essentials Blog!

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

### NEAWP Facebook Page

*Be a fan!*

### Find us on Twitter!

<http://twitter.com/NEAWP>

## Consultants Corner - Meet Amanda Barone of Caplan Miller Events!



A native Texan and home-grown Austinite, Amanda graduated the University of Texas at Austin with a degree in Sociology.

Previously, Amanda served as Director of Catering at the Stoneleigh Hotel in Dallas, where she secured future business for the historic property as it underwent renovation. In charge of policies, menus, preferred vendors and staffing, Amanda gained knowledge of how to truly build an event from the ground, up.

Prior to her time at the Stoneleigh, Amanda worked with Courtney Caplan, Sarah Miller and Elizabeth Elias at Austin's historic Grande Dame, The Driskill Hotel. As Social Catering Manager, Amanda was in charge of social func-

tions including large and small weddings and benefits. Her quick camaraderie with Courtney, Sarah and Elizabeth laid the groundwork for the long-standing professional relationship that encouraged Amanda to return to Austin to serve clients of Caplan Miller Events.

Amanda's hotel background provides her with a broad understanding of what goes on behind the scenes at weddings, parties and functions, as well as supports a working knowledge of local vendors and how to manage multiple suppliers in a specific space.

Amanda is a member of Austin Wedding and Events Coordinators (AWEC) and Nuptial Essentials Association of Wedding Professionals. In 2006, Amanda was the recipient of the Unity Candle Award from Austin Wedding and Event Coordinators for her role in promoting wedding consultants to her clientele at The Driskill. She is certified as a Nuptial Essentials Curriculum In-

struction (NECI) professional wedding consultant.

### Previous Experience

Catering Manager at The Driskill Hotel, Director of Catering at The Stoneleigh Hotel

### Why did you become a wedding consultant?

I honestly just fell into it and loved it. I love working with people!

### What do you love about your job?

I love the creativity!

### List any professional accomplishments such as having a wedding published in a magazine, winning an industry award, etc.

I have had a wedding published in D Weddings in the Fall 2007.

### Any other information you would like to share?

I have a cute dog named Splinter...she is available for wedding and bar/bat mitzvahs

## From the mind of the Wedding Butler, John John...

As I sit here writing this piece, mentally & physically exhausted from working a wedding, I can't help but think how I need to constructively stay creative with weddings. I recognize the need to challenge myself to stay creative by exercising my right brain. We should all know that creativity comes from our right brain! Whether it is creating a fresh wedding concept or unique signature drink, troubleshooting an unforeseen occurrence, & maybe even making a wedding art piece, I am beginning to realize that we need to continuously work our creative ways of thinking in this industry. So I thought that I would leave you with some simple & fun right brained activities to stay creative with what you do, because after all, **we** are all *wedding artists...*

**Learn something new.** Pick up a maga-

zine on dogs, for example, while you're waiting for the dentist. Scan the articles & relate what you learn to what you already know. You might expand your knowledge, but the purpose of this activity is to train yourself to look for connections between things. This helps you think more creatively. It also helps your memory, because making connections makes it easier to recall things.

**Listen to audio books.** You can find books on tape or compact disc at public libraries or online.

**Sing to Solve Problems.** When you're alone in the car, try singing about something you're working on. This taps into & exercises your right brain. Have you ever noticed how it is easier to rhyme when you sing than when you just speak or write? This is because the

right brain is better at pattern recognition. By doing this brain exercise regularly you can train yourself to tap into the power of the right brain. This will make you a more effective problem-solver. If you doubt the distinction between the hemispheres of the brain, look at how stutterers can stop stuttering as soon as they start singing.

**Break a routine activity in an unexpected way.** Take a new route to work. Shop at the farmer's market instead of a supermarket. Completely rearrange your office & desktop.

I wish to encourage **you** to exercise your right brain, to stay creative, & competitive with all your weddings.

*Have a great wedding summer '09 season!*

## 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 Membership Special...

For a limited time only, NEAWP is offering a 1-year membership for \$175.00. That's \$75 off the regular rate - but this offer is only good for a limited time!

### NECI Wedding School:

If you or know anyone that would benefit from our legitimate and rewarding program, please contact John John. We are offering program scholarships to those who qualify.

### Student Corner...

Welcome to our newly enrolled students!

Tamara Nelson - Houston, TX  
Angela Alvarado - Cibolo, TX  
Michele Schwartz - Austin, TX  
Debbie Sherwood - Austin, TX

## NEAWP News

May – June 2009

### Important Dates: Mark your calendars!

\*Note Meeting Location Change

- Jun 03, 2009 \*Vineyard at Florence - Florence (Austin) **\*\*Continuing Ed Credit!**
- Jun 09, 2009 Crapitto's Cucina Italiana (Houston) \*Chapter Meeting
- Jul 01, 2009 \*Hilton Hotel - Austin
- Aug 05, 2009 \*Hyatt Hotel - Austin
- Aug 13, 2009 **The Knot Launch Party** - Hosted by Caplan Miller Events  
\*Benefiting NEAWP - Save the Date! - *More Details to Follow*
- Sep 02, 2009 Louie's 106 - Austin
- Oct 07, 2009 ATT Conference Center - Austin
- Oct 25-27, 2009 NEAWP Annual National Convention ~ The Driskill Hotel - Austin
- Nov 04, 2009 Renaissance Hotel - Austin
- Dec 02, 2009 The Mansion at Judges Hill - Austin

### Houston Chapter

#### Houston Chapter June Meeting:

Tuesday, June 9, 11:00AM  
Crapitto's Cucina Italiana  
2400 Mid Lane Houston, TX 77027 US

Most businesses in the wedding industry are small businesses and have directly felt the impact of the current economy set back. How do we survive this economy? How do we sustain our current business? What are the best methods to use for business growth? Please come and join our round table discussion, so that we can assist each other during these tough times.

Holly Appel - NEAWP Houston Chapter Director  
Amy Mader - NEAWP President

Houston Chapter Director: **Holly**  
holly@ownfairytogodmother.com

### Austin Chapter Contact Info

#### Philanthropy Committee:

Wendy Neuman - The Driskill Hotel  
Eric Sartoris - Anthology Photography

Event Venues for meetings: **Sarah**  
sarah@caplanmiller.com

Event Speakers & Facebook: **Courtney**  
courtney@caplanmiller.com

Newsletter submissions: **Shelley**  
shelleyahale@yahoo.com

Blog information: **Becky**  
becky@somethingtocelebrate.biz

Continuing education & membership: **Amy**  
amy@nuptialesentials.com

Hospitality & School Enrollment: **John John**  
johnjohn@nuptialesentials.com

\*If you feel you would be an asset to our Austin or Houston chapter members or if you want to add some titles to your resume, email Amy for more information.



### The Junior League of Austin Cookbooks!

Purchase the cookbooks in bulk at a discounted price to give as gifts to clients!

**Make great gifts! Brides love them!**

Contact Paige Smith ~  
paigeasmith@yahoo.com  
for more information

### Final thought...

Exert your talents, and distinguish yourself, and don't think of retiring from the world, until the world will be sorry that you retire.

~Samuel Johnson

*And go plan beautiful weddings & events!*