

Wedding Word



Autumn, 2008

Dresses That Heal

Joyce C. Smith

Dresses That Heal is a unique bridal event that helps brides honor breast cancer survivors in their lives. The program features designer gowns donated by some of the top names in the industry – Judd Waddell, Henry Roth, L'Ezu Atelier, Amy Michelson – which are then auctioned off at bridal shows to raise funds for the Breast Cancer Recovery Foundation, Inc. To learn more about this fundraiser, go to www.dressessthatheal.org.

On Sunday, February 22, 2009, the Association of Bridal Consultants will bring Dresses That Heal to the Contemporary Art Center in downtown Cincinnati.

ABC members interested in participating can do so in the following ways:

...Sponsorship – ABC members can give cash OR IN-KIND Sponsorships. Non-members can give cash sponsorships, only. All companies with sponsorships have the opportunity to have promotional materials placed in attendee's gift bags.

...Exhibit Space – This opportunity to display your company's services and talk with attending brides is included with ANY sponsorship option. Thus, either a cash sponsorship of \$500 or more OR an in-kind sponsorship of \$1,000 or more will guarantee you exhibit space. There will be specific guidelines that will be outlined upon receiving your sponsorship commitment.

...Design Table Competition – Showcase your creativity among your peers and dazzle the attendees. ABC members may participate with a payment of \$100. Non-members may participate with the payment of \$450 (vendors may join ABC for \$195). Specific competition rules and regulations will be included in the registration materials. Contact for Design Table Questions: Kevin Ford with Ford-Ellington / 859-781-0700

...Volunteer Your Time – There are plenty of jobs to be done in order to pull off this most unique event and your time is needed! A variety of pre-event and day-of-opportunities are available. All volunteers who work a documented 10 hours and donate a wedding related item to the silent auction, will receive a rebate from their sponsorship commitment.

Initial contact for making an investment in this event: Joyce C. Smith, MBC™ 513-742-1645 or joyce@weddingsunltd.com

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Breaking Tradition

Abbey McKinney

From the first notes in the wedding march through the departure in the reception, many events have their roots deep in tradition. Wedding traditions came along because they were things that were done for a reason. Who's to say that the bride's dress needs to be white or that the couple can't see each other until the ceremony? What about the tradition that bride's father is the only one that gives her away and toasts at the reception? That is the beauty of modern weddings; trends change and a couple can do what makes sense to their style and beliefs. Traditionally, only men were chosen as the groomsmen and best man. Nowadays, regardless of gender, grooms are choosing the person best suited for the role. Women are quickly settling in as honor attendants, just as men are being sought after as 'bridesmaids.'

If a gentleman is chosen as a bridesmaid, he wears what the groomsmen are wearing, but stands on the bride's side. In the program he is listed after the bridesmaids as the man who is standing on the bride's side. If he is standing closest to the bride he is the Man of Honor. What happens when the groom's closest, dearest and most trustworthy friend is a female? He may choose her to stand as his attendant of honor or even as his best woman. She wears the same color as the bridesmaids, but stands on his side. This is perfectly acceptable when you have a close friend or relative you would like to stand up for you.

Wedding traditions are great, but they are only great as long as they make sense. If you are planning a wedding, you don't have to feel like you have to follow the rules set forth by someone else a long time ago. If you want to change something, go ahead and do it. You'll be happier on your special day, and that is all that counts in the end.



To remove your name from our mailing list, please [click here](#). Questions or comments? Email us at admin@celebrationsbykate.com.

New ABC point system

On January 1, 2009, the Association of Bridal Consultants (ABC) will combine its membership advancement track and its educational advancement track into a single point system for membership designations. The purpose is to have ABC titles reflect a member's formal education and home-study course training, as well as his or her real world experience and industry contributions. ABC feels both are important, and should be reflected in an ABC member's designation level.

The higher the ABC designation, the more opportunities available to the member. Consultant and Vendor designations must be pursued separately.

Cumulative Points Achieved	Membership Designation Earned
0 – 24.75 points	Novice Level Membership (<i>Wedding Consultant or Vendor</i>)
25 – 49.75 points	Consultant Level Membership (<i>Wedding Consultant or Vendor</i>)
50 – 74.75 points	Professional Bridal Consultant / Professional Wedding Vendor
75 – 99.75 points	Accredited Bridal Consultant / Accredited Wedding Vendor <i>Essays and event portfolio will be required.</i>
100 points or above	Master Bridal Consultant / Master Wedding Vendor <i>Essays, event portfolio, and panel presentation will be required.</i>

For more information about the new point system, visit the ABC website at www.bridalassn.com.

Announcements

Kudos are in order for **Cynthia Lynn Pew** of Marysville, Ohio, for earning her Professional Bridal Consultant™ designation with distinction during the Spring. Congratulation, Cynthia!

ABC will be hosting **Expanding Horizons: Let Your Business Blossom** in Fredericksburg, Virginia, on Sunday, September 28 at 9:00 AM - 4:00 PM (ET). Register online at the ABC website. *For those who are looking to save gas, this seminar will be offered again in July, 2009, in Indianapolis, Indiana.*

Members interested in hosting a **novice training** in their area can do so with at least 8 members, at \$150 per member. Contact Joyce D. Smith, MBC, to schedule a date, time, and location at joyce@weddingsunltd.com.

The **ABC Annual Conference 2008: California Couture**, will be held November 9 – 11, 2008, in Newport Beach, California. Register online at the ABC website.

ABC Insurance

In order to better serve ABC members, ABC Member Insurance LLC, has formed a partnership with commercial liability specialists SGG Insurance Inc., and can now provide liability coverage for wedding and event planners in most member states. ABC corporate and vendor members are also welcome to request a comparative quotation and obtain coverage in this program.

Commercial liability insurance basically comes in two parts, namely General Liability and Professional Liability. A firm quote is available based on your business profile, but current pricing estimates are listed below.

General Liability Coverage - (the "physical piece") covers property and equipment, damage, and bodily injury. For \$1 million per event / \$ 2 million aggregate per year is approximately \$500 - 535 per year.

Professional Liability Coverage - (the "emotional piece") is your (E&O) errors and omissions coverage or malpractice insurance, and covers non-performance issues and contract disputes. Higher coverage limits are also available, but here are the initial pricing levels.

— For \$250,000 per event with \$250,000 aggregate coverage: approximately \$801 per year.

— For \$1 million per event with \$1 million aggregate coverage: approximately \$1,250 per year.

ABC members may get more information on both coverages by emailing Mr. John O'Brien JohnO@SGGinsurance.com.

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Editor Spotlight

Kate Trombitas is an independent event consultant working in the Greater Columbus area. She is a novice member of the Association of Bridal Consultants, as well as a member of the Columbus Bridal Consultants.

Kate began her business, Celebrations by Kate, in 2008 after years of assisting friends and colleagues plan their major events.

Kate holds a bachelor's degree in business administration and a master's degree in communications, both from The Ohio State University. She believes that any event can be executed flawlessly as long as you stay organized, conduct the necessary research, and never lose sight of the true meaning of the celebration.



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