



TAILS & Veils

The Monthly eNewsletter of the Wedding Professionals of Central Florida

September 2005 Volume 9, Issue 1

WPCF 2005/06 Board of Directors

Ed Medici President

A Touch of Romance Portrait & Wedding Gallery
407-657-8426

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A Beautiful Ceremony
407-521-8697

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407-294-7978

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An Affair To Remember
407-365-9111

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LeGrand Media Group / Pro One Video Productions
407-852-0788

Melissa Sprinkles Director Member Services

Perfect Wedding Guide
407-936-0380 x 122

Jeff VerSchage Director Bridal Services

White Rose Productions
407-678-0041

Melissa Bartley Past President

Video Artistry
407-891-0332

'GOOD-TO-GREAT' PLANNING RETREAT

An outside 'facilitator' is being recruited to help lead WPCF in answering some defining questions. Here are just a few things you may want to think about:

1. What do you see as the main purpose of WPCF?
2. What does WPCF do best?
3. Where do we want to be in 3 years?
4. How do we get to where we want to be?
5. What should be our goals for the immediate future?

This will be a time to evaluate our strengths, weaknesses, goals, priorities, and business plan. The result will help WPCF be more focused in fulfilling its mission and purpose. It won't be just hard work - we promise to make it fun, rewarding, and entertaining too.

This planning retreat may be a defining moment for WPCF - you should be there. Please set aside Sept 18th from 1:00-5:00 at the Wyndham Palace Resort and Spa for our '**Good**' to '**Great**' Planning Retreat.

Your input at the planning session is invaluable and would be appreciated. Please rsvp at mtg-rsvp@wpcf.com with the subject: **Planning Retreat** so we may properly plan for your attendance.

SEPTEMBER ISSUE

Special points of interest:

- ➔ 4:30pm Tues, Sept 6th,
BOD Meeting:
6:00 pm Gen. Mem. Meet.
Rosen Plaza Hotel
- ➔ 4:30pm Tues, October 4th,
BOD Meeting:
6:00 pm Gen. Mem. Meet.
Crowne Plaza I-Drive
- ➔ 4:30pm Tues, Nov 1st,
BOD Meeting:
6:00 pm Gen. Mem. Meet.
Varsity Club, Citrus Bowl.
- ➔ 12 Noon Jan 29th, 2006
WPCF 13th Annual Tails,
Veils & Wedding Belles
Bridal and Fashion Show

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WPCF Slogan Contest

The best businesses leave a memorable impression upon their customers with a slogan. Can you help us develop a slogan that captivates the WPCF mission purpose? Ideas mentioned so far:

*'Our Vow to you is excellence',
'The only place where quality, trust,
integrity and customer
Service intersect...WPCF', 'Where
every bride is treated like Cinder-
ella', 'We work harder to make it
easier for you'*

Feel free to develop from the above ideas or create your own, Please submit your ideas to survey1@wpcf.com

Bridal Show Update

The bridal show is January 29, 2006 at Arabian Nights. The show will be from 11AM-3PM for vendors and 12-4PM for brides. We will have a soft opening for the brides at 11:00 AM, but vendors will be done at 3:00 PM as the brides will be in the arena for a show and the giveaways. You should have received information about the show by email. If you've not received an email with detailed information and a contract for the show, please contact Brandi Zrallack. Information will continue to come out in e-mails and at our general meetings. Please email Brandi at bridalshow@wpcf.com or call 321-282-9722 for more information.

President's Message

Quote of the Month

"As for the future, your task is not to foresee it, but to enable it." ~ Antoine de Saint-Exupery

The planning for the future for WPCF starts with the 'Good-to-Great' planning session on Sept 18 at the Wyndham Palace Resort & Spa! Angela Bachelor will host our vision planning session starting at 1pm. We are looking to bring in a facilitator to help us, and if you attend, you may even pick up some ideas for your own business. RSVP to mtg-rsvp@wpcf.com with your name and phone, or contact any Board member if you would like to attend.

Our new marketing program for members - the \$500 Bridal Giveaway - continues to draw positive results. Remember to promote the WPCF \$500 giveaway drawing with all your brides! As outlined in last month's newsletter, brides will be eligible for one entry for each WPCF member she hires for her wedding. The more WPCF members she gets, the better her chances. This giveaway started in July, and the winner will be announced at the January WPCF Bridal Show, with the winning bride receiving \$500 from her WPCF vendor at her wedding reception!

In October, the Board will present an educational program for members that is like nothing seen in Orlando before! Have you ever wondered why a bride chooses one vendor over another? What leads a couple to make their decision to go with a particular vendor? Now is your opportunity to find out! WPCF is hosting a moderated forum of recent brides and brides-to-be to ask them the question - *"What were you thinking?"*

This looks to be one of the biggest events (outside of our bridal show) that WPCF has ever hosted, and will be an educational program for members that is like nothing seen in Orlando before! Seven couples - brides and their new husbands, brides-to-be and their fiancés - will sit down and tell us exactly what led them to make their buying decisions. **Don't miss this event!** Find out how you can get your questions answered! *It could affect your bottom line!* If you have couples you would like to see on the panel, or have suggested questions for the panel, send an email to bride-panel@wpcf.com with the question or the couple's contact information.

We continue to recognize those WPCF members who are **Committed to Excellence** with a monthly award and listing on a special page on our website www.wpcf.com. If you would like to nominate someone for this award, send an email to nominations@wpcf.com with all the info. Other tid-bits: we have a new WPCF slogan contest, and

the Bridal Show Coordinator continues planning for our upcoming Bridal Show, scheduled for January 2006, which looks to be even better than our last show! The articles in the newsletter contain all the details. We will also be promoting WPCF as an organization at local bridal shows in August and September.

If you have ideas on how to make WPCF better for you and all the other members, please contact me (at webmaster@wpcf.com), your Director-at-Large Mark, or any of the Board of Directors. We are here to help you, and we will do what we can to help you succeed in your business. With your help, we will be able to raise WPCF to new heights in brides' awareness of WPCF and in benefits to all WPCF member vendors!

"Committed to Excellence" Award Levan's Catering

WPCF was proud to present co-owner Gregg Hutson with our first 'Committed to Excellence' (CTE) award. Levan's catering has for several years humbly donated their services to many community and civic organizations.

To name just a few:

1. The appreciation luncheons for the American Cancer Society.
2. The 'Red Ribbon Ball', which is a Fund raising event for Aids research.
3. To UCF Student organizations, Teachers programs, Shriners and the 'Well Born' program.
4. The WPCF July social
5. Gregg is also member of the Southeastern United States Hurricane Disaster relief team. Last year Levan's played a very active role in feeding the emergency Power crews, Orlando Utilities Company and other relief workers following the hurricanes.

Levan's has set a standard in giving back to the community!! We are proud to have Levan's Catering as a WPCF member.

- § An award Ribbon will be placed next to their business name on the WPCF webs site to designate them as a recipient of the CTE (Committed to Excellence) honor.
- § Their business will be listed on the dedicated WPCF 'Committed to Excellent' web site page.
- § A 'CTE' logo will be provided to for their personal advertising and web site.
- § They will be eligible for the "Member of the Year" award

If you wish to nominate a WPCF member please send it to nominations@wpcf.com

What the brides are saying :

(Credits to theknot.com chat line. Comments edited for professional courtesy and space)

Rosen Plaza Hotel --Everything was perfect in this category. Keith the coordinator did a WONDERFUL job with everything. Everything went smoothly. The reception was decorated soooo beautifully with the lights that it looked like a fairytale. :) Our honeymoon suite was top notch. The food they served at the reception was great and just the same with the cocktail hour.

White Rose-Frankie our DJ was awesome. When a particular song wasn't getting the crowd moving, he just switched it up to something he knew they'd like. They were very cool and very professional.

Seth with Visual Effects

We just picked up our video tonight after getting in from our Honeymoon and it was so awesome... LOVED It! Very grateful....Very nice and makes you feel comfortable not shy!

We used him and absolutely adored him. we got our DVD's about a month or so after and I literally watch them at least twice a week, we love them that much! They are amazing! He was such a nice guy too; when we had wedding day drama (I lost my veil) he actually drove me back to the hotel while my other girls took the car to get me a new one. Everyone commented on how great he was and how professional and everyone that has seen our video adore it.

Rev. Bob Myers:

How Ceremony was above and beyond what we wanted and not boring at all people are telling us that it was one of the best ceremonies they've ever been to. He had both of us crying and laughing at the same time.

JR Sterling is an amazing photographer and you will be quite pleased with him. They are very professional, and he has tons of experience and is a nice guy....Great choice with Sterling! We went with them and he was one of our best vendors. Our pictures turned out SO nice and we have received tons of compliments on our album.

If we have accidentally missed any comment regarding your business on theKnot please let us know. Please feel free to forward any comments to RevKev@ABeautifulCeremony.net

Treasurer's Report

WOW! What a turnout at the August General Membership meeting! It was wonderful to see a lot of new and returning guests, along with a few former members. I'm looking forward to the September meeting-and to see if we'll have an even larger turnout!

Just a reminder that if you have any "Grand Prize" redemption certificates from the January 2005 Bridal Show, they need to be turned in before December 31, 2005.

David Baker

Summary Cash Flow Statement

July 2005

Beginning Checkbook Balance 7/1/05 \$ 16,743.25
Beginning Paypal Balance 7/1/05 \$ 688.77

Receipts

| | |
|------------------------------|----------|
| #305 Membership Dues | 1250.00 |
| #307 Meeting Revenue Paypal. | 90.00 |
| #307 Meeting Revenue Cash... | 305.00 |
| Subtotal..... | 1,645.00 |

Disbursements

| | |
|---|----------|
| #402 General Meeting Facility | 794.90 |
| #403 General Meeting Door Attendant..... | 45.00 |
| #406 Internet (site design)..... | 900.00 |
| #407 Board Meeting Expense | 120.00 |
| #409 Newsletter..... | 238.25 |
| #413 Public Relations (new sign) | 896.60 |
| #530 Office Expense (gift) | 81.94 |
| #550 Telephone..... | 113.65 |
| #572 Paypal Charges..... | 4.71 |
| #575 Florida Sales Tax..... | 29.44 |
| Less Collection Allowance..... | (.74) |
| #600 Misc Expense (awards)..... | 460.33 |
| Subtotal..... | 3,684.08 |
| Transfer from Paypal to Savings Account | 500.00 |

Ending Balance Checkbook 7/31/05. \$14,618.88

Ending Paypal Balance 7/31/05..... 274.06

Total \$ 14,892.94

Investments:

Certificates of Deposit..... 10,860.00

Savings Account:

Balance as of 7/31/05 3,002.29

Total Available Funds

including Investments.....\$ 28,755.23

Reach Out & Touch Someone!

Communication is important in any organization and WPCF is no exception. There are various email addresses that are available to you as a member of WPCF to make your communication both faster and easier. Below is a list of the email addresses at your disposal should you wish to send correspondence.

A brief description is included next to each email address. The members of the Board of Directors continuously look to you for your input and suggestions. After all, WPCF is your organization.

wpcf-bod@wpcf.com - goes to every member of the Board of Directors.

bridalshow@wpcf.com - goes to WPCF Bridal Coordinator and Director of Bridal Services.

bride-panel@wpcf.com - goes to Board Members who are creating the bridal panel education segment of the October general meeting. If you have questions you want the moderator to ask the panel of brides and grooms, please use this email address.

education@wpcf.com - goes to the education committee - you can submit your ideas for educational programs.

mbrship-info@wpcf.com - goes to the Director of Member Services and her committee members.

mtg-rsvp@wpcf.com - to RSVP for a general meeting and the Board of Directors meeting.

newsletter@wpcf.com - goes to Director of Member Services for information/articles for the newsletter.

nominations@wpcf.com - goes to the nominations committee for elections. Also along with prestige@wpcf.com can be used to nominate a fellow member for outstanding work they have done.

paypal@wpcf.com - used for sending payments electronically to WPCF.

prestige@wpcf.com - goes to the President and Vice President with your suggestions to nominate a fellow member for outstanding work they have done for the organization or outside the organization.

webmaster@wpcf.com - to contact WPCF webmaster and President Ed Medici with WPCF issues, questions, or concerns.

survey-1@wpcf.com - goes to the committee overseeing the slogan contest

Membership

New Members:

Holiday Inn-International Drive Resort

6515 International Drive
Orlando, FL 32819
www.hi-idrive.com
evelyn.duran@ichotelsgroup.com
Sponsored by Kathleen Hawthorne,
Randy Georges, Rosine Dixon

PlanIt Expo

1201 Route 37 East, Suite 14 LL
Toms River, NJ 08753
877-WED-SHOW
jandretta@planitexpo.com
www.planitexpo.com
Sponsored by Sound & Visual Concepts
and Attention to Details

Lasting Memories

www.lastingmemories-fl.com
sales@lastingmemories-fl.com
Gregg Castaline and Mike LaRouche
Sponsored by Macy's Fashion Square
and Wyndham Orlando Resort

New Applications:

All About Travel

Mary Delello
2431 Aloma Ave Suite 132
Winter Park, FL 32792
www.allaboutvacations.net
Sponsored by An Affair to Remember
and Carly Ane's Floral Studio

All About Travel is a full service travel agency specializing in romantic honeymoon destinations for every budget. Preferred Sandals Specialist Agency.

A Wedding DJ

Peter Mullen
139 Springhurst Circle
Lake Mary, FL 32746
AWeddingDJ@aol.com
Sponsored by Fotographic Services
and Sound & Visual Concepts

A Wedding DJ specializes in wedding disc jockey and master of ceremony services as well as organizing and choreographing the entire wedding reception.

WPCF September General Membership Meeting

The next general membership meeting will be held at 6:00 pm **Tuesday, September 6th**, at the **Rosen Plaza Hotel (not the Rosen Centre). 9700 International Drive, Orlando 32819. It's just north of the convention center on International Drive.**

Please join us at the general meeting or attend the board meeting starting am 4:30 p.m. RSVPs are due no later than Friday, September 2nd. 12pm, noon. RSVPs may be made to the WPCF hotline **407-277-WPCF** line 2, or at the online RSVP page (accessed via the <http://www.wpcf.com/MbrsOnly.htm> page of our website at www.wpcf.com). Both RSVP lines may be accessed 24 hours a day, 7 days a week so you may respond at any time at your convenience. An email RSVP reminder will be sent a few days before the deadline. Anyone wanting to be added to the email reminder list should send an email to webmaster@wpcf.com.

Paypal can now be used to pay your door fees. Please contact the webmaster at 407-657-8426 if you need assistance with the forms. Internet Explorer 6 or higher seems to work best. You may also access the Paypal site directly at <http://www.paypal.com>, just log in and send the funds to WPCF's paypal account at paypal@wpcf.com.

Spotlight vendors-Sept 6

1. **Crystal Lake Productions**
DJ Entertainment- Chrisanne Jensen
2. **Rosen Plaza**-Keith Keiser
3. **Fotographic Services**- Sim Seckbach

Thank you's:

Thank you to the following members for attending the board meeting at Maison & Jardin:

Jo Tripp, **An Affair to Remember**
Rhonda Hamberkamp, **The Knot**
Bill Parkison, **Sound and Visual Concepts**
Doug Forner, **Doug Forner Photography**

\$500.00 bridal give away!!

The WPCF organization is proud to sponsor a \$500.00 give away to one lucky couple who retains a member's services between now and January. As a member of WPCF this will give you a huge marketing leverage over "the other" guy.

This promotion should provide you more brides in several ways:

1. Through WPCF advertising (the PWG, bridal shows, bridal newsletter, etc) it will drive more brides directly to the WPCF website to look for their vendors. Is your web site updated?
2. By mentioning this promotion in your own advertising (your PWG ad, your business web site, etc.) it will increase your personal inquires.
3. By mentioning this promotion in all your correspondence it will help close the deal. Example: In your phone calls finish with 'Oh by the way, did I tell you of the opportunity to win \$500.00?' Use it as a PS (Post Script) in your email responses.
4. The multiple exposure of each member advertising this promotion should provide a snowballing effect in it's success.

Basic Rules

1. The couple is **only eligible** by retaining/contracting with a WPCF member and must have a wedding date prior to 2007.
2. Her name is added into the entry with each additional WPCF member she retains. **The more WPCF members she uses the better her chances of winning.**
3. Prior to the announcement, a verification process will be conducted to insure that the winning name had retained the WPCF member as claimed.

Details:

1. The registration page for the \$500.00 drawing will be on the WPCF web site by July 1st. Direct the couple to the web site after they retain your services.
2. The webmaster will have a link to the WPCF 'registration page' that we can add to our individual web sites. This will make it easier for the couple to go directly to the correct registration page.
3. For verification purposes, we as WPCF members will need to keep records of all brides who retain our services between now and January 29th. If you are not able to do this please do not actively use this promotion opportunity.
4. Prize will be awarded by the WPCF member to the bride & groom during her wedding reception (which must occur before 2007).

Two words of Caution:

1. Don't expect the promotion to make the sale for you. You should always sell the benefits of your services. This promotion is just the 'icing on the cake'.
2. This promotion is a 6-month experiment. It will be evaluated thoroughly for effectiveness and improvement. At this point do not offer another \$500.00 giveaway after January.

For questions or comments please contact Kevin Knox at 407-719-0624.