

Wedding Planner

SPRING 2019

MAGAZINE

Inspired by the Association of Bridal Consultants (ABC)

COULD YOU SURVIVE
A RECESSION?

GROWING AND
EXPANDING YOUR
BUSINESS

THE FUTURE OF THE
WEDDING INDUSTRY

BOLD COLORS
ARE BACK

ASSISTING GUESTS
WITH ASD





ROMANTIC RANCH WEDDING IN OREGON

PLANNER: Kim Abel, Abel to Dream Interior Design & Running Y Ranch Resort

TIME IN INDUSTRY: 20+ years

PHOTOGRAPHER: Chutikorn Photography

OTHER BUSINESSES INVOLVED: Woolvies Florist

GUEST COUNT: 150-175

THE COUPLE: The Bride's parents met in South Africa and incorporating the national King Protea Flower was very important to the Bride as well as her parents.

BUDGET: \$10,000

COLOR PALETTE: Blush, grey, cream and neutrals

TIME INVESTED: 6 months

STAFFING: 4 people.

BIGGEST CHALLENGE: The largest challenge was coordinating the king protea flowers which were being shipped to Washington directly to the mother of the bride from the floral farm. Once the boxes of flowers arrived, she needed to get them to Medford, Oregon to the florist who was making the bride and bridesmaids bouquets. From there, the flowers were picked up and brought to the venue which was located another 79 miles away in Klamath Falls. The remaining flowers were left in bulk and my staff and I made 20 table centerpieces the day before the wedding.

SET UP AND STRIKE: There was over 50 hours in wedding planning and consulting, with over 40 combined hours on the rehearsal and the day of the wedding setting up, coordinating, and vendor management.

LEARNINGS: Needing to assemble 20 centerpieces the day before the wedding was a last minute task added to my schedule. I would say one of my biggest strengths is being flexible and having the ability to provide immediate solutions and services to issues as they arrive, as well as the ability to foresee problems and intersect them before they occur.

INSPIRATION: Casual, summer, romantic, blush, colored peonies and king protea.