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PHOENIX, AZ
Hot **HOTT** *Haute*

HIGH OCTANE TWENTY-TEN

~Business of Brides~

November 7-9, 2010

www.BridalAssn.com



Dear Wedding Professionals Worldwide,

Get ready to get Hot, HOTT, Haute!!! Your HOTT (High Octane Twenty Ten) Arizona Conference Committee is elated to welcome you to the Valley of the Sun for the 29th Annual Business of Brides Conference. Bring your family and plan to arrive early and stay late to enjoy the incredible weather and multitude of activities at your fingertips when you visit the scenic Sonoran Desert! Phoenix, Arizona averages over 300 sun-filled days a year with average temperatures in November ranging from 47 to 74 degrees. When you are outside in the sun it feels hotter, but you may be cool in air conditioned hotel spaces.

From sunrise to sunset, there will be lots of hot educational topics. Choose from a selection of break-out sessions Sunday, have a haute time with Sasha Souza, MBC™ our Monday design presenter, and get ready for a HOTT finale with world renowned designer, David Tutera on Tuesday.

Registration and the Trade show will be in the Grand Pavilion and it will be open Sunday and Monday with ABC Corporate members to help you build and grow your business. Visit the trade show booths on both Sunday and Monday to be eligible for a chance to win haute table seating with featured speakers and more.

Dress “HOTT” Hip, Opulent, Timeless, and Trendsetting for Sunday night’s Red Haute Couture Opening Cocktail Reception. You’ll experience various degrees of Hot, HOTT, Haute at the chic cocktail lounge reception held outdoors amidst towering lit palm trees, lush foliage, bubbling fountains, and crackling fireplaces.

You’ll indulge in tasty meals while you network with colleagues and new acquaintances at both breakfasts and lunches that are included in your registration fee. Monday night you will be wined and dined Tuscan style for Haute Romance at The Castle. Tuesday night your taste buds will sizzle with our optional evening on-site event, Hot and Spicy Sunset inspired by local and popular favorite cuisine! Wednesday afternoon find out why Arizona has much more to offer in our Mountain (Arizona Biltmore Resort), Lake (Millennium Resort Scottsdale McCormick Ranch) and Desert (Desert Botanical Garden) tour showing why Phoenix and Scottsdale are two cities which are hot in the desert!

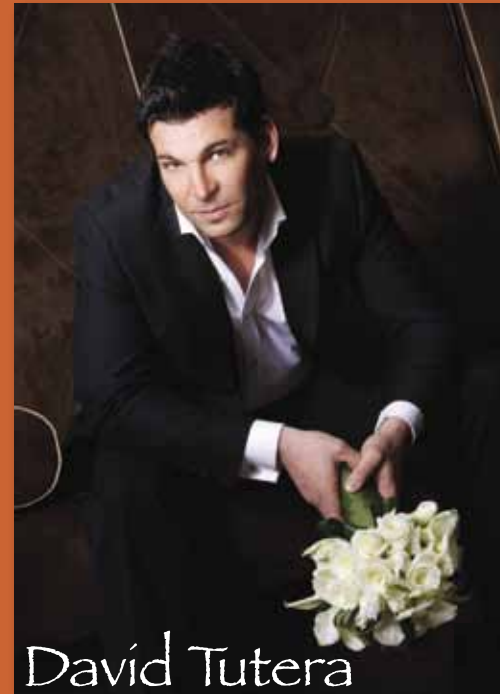
This conference would not be possible without the total commitment from those that make it happen. Thank you to Elise Enloe, MBC™, and to my ABC Arizona Committee Team for all their dedication, inspiration, teamwork, early mornings and late nights. The HOTT Logo was designed by Louise Hile, PBC™, from ABC Arizona. You all are HOTT! Can’t wait to see you in Arizona in November — don’t miss this HOTT conference!

Kim Horn, MBC™
ABC Arizona State Coordinator
2010 Committee Chair



ASSOCIATION OF BRIDAL CONSULTANTS
THE STANDARD FOR WEDDING EXCELLENCE

Featured Speakers



David Tutera

Creating Wedding Stories

David will be speaking on the most current wedding trends and sharing over 20 years of expertise in the wedding and events industry. He will share tips and advice on all aspects of producing and designing weddings of all sizes and budgets anywhere in the world with an emphasis on telling the couple’s wedding story.



Sasha Souza

Weddings by Design: Inspiration to Completion

Get inside the head of Sasha Souza, MBC™ with this idea packed session on wedding design from concept to completion. With case studies of spectacular weddings, this interactive class will go beyond pretty pictures to delve into the thought process and research into each planning decision, to give you the tools you need to create weddings your clients will love.

Sunday & Monday Schedule

Sunday, November 7, 2010

| | |
|------------------------|---|
| 9:00 a.m. - 5:00 p.m. | Registration (Grand Pavilion) |
| 9:00 a.m. - 5:00 p.m. | Bridal Bookshelf |
| 9:00 a.m. - 5:00 p.m. | Trade Show |
| 9:00 a.m. - 5:00 p.m. | Master Bridal Consultant Panel |
| 12:00 p.m. - 5:00 p.m. | Product Sampling and Demonstrations (Grand Pavilion) |
| 12:00 p.m. - 1:15 p.m. | Revvig Up for Accredited or Masters |
| 12:30 p.m. - 1:15 p.m. | Hot Off the Turnip Truck! (First Time Attendees Orientation) |
| 1:30 p.m. - 3:00 p.m. | Gather 'Round the Masters |
| 2:00 p.m. - 4:30 p.m. | Sandals Training |
| 4:00 p.m. - 5:00 p.m. | How to Start and Grow a Successful Local Networking Group |
| 6:30 p.m. - 8:30 p.m. | Opening Reception <i>Red Haute Couture</i> |

Monday, November 8, 2010

| | |
|-------------------------|---|
| 7:30 a.m. - 4:00 p.m. | Registration (Grand Pavilion) |
| 7:30 a.m. - 4:00 p.m. | Bridal Bookshelf |
| 7:30 a.m. - 8:30 a.m. | Trade Show - Optional Early Bird Opening |
| 7:30 a.m. - 8:30 a.m. | Hot Eco Chic Breakfast Buffet |
| 8:30 a.m. - 10:30 a.m. | Entrepreneurial Spouse Seminar |
| 8:45 a.m. - 9:00 a.m. | Welcome/Opening Remarks |
| 9:00 a.m. - 9:30 a.m. | Hot, HOTT, Haute Gadgets, Gizmos and Great Little Ideas |
| 9:30 a.m. - 10:40 a.m. | Association Updates and Announce New Masters |
| 10:40 a.m. - 11:00 a.m. | Break |
| 11:00 a.m. - 4:00 p.m. | Trade Show |
| 11:00 a.m. - 12:00 p.m. | BREAK-OUT I |
| 11:00 a.m. - 12:00 p.m. | Novices, Seniors & Vendors to Trade Show |
| 12:00 p.m. - 12:15 p.m. | Luncheon Seating |
| 12:15 p.m. - 1:15 p.m. | Haute Water Luncheon |
| 1:30 p.m. - 2:30 p.m. | BREAK-OUT II |
| 1:30 p.m. - 2:30 p.m. | Consultants (Last Names A-K) & Non-members to Trade Show |
| 2:45 p.m. - 3:45 p.m. | BREAK-OUT III |
| 2:45 p.m. - 3:45 p.m. | Consultants (Last Names L-Z) & Int'l Attendees to Trade Show |
| 3:45 p.m. - 4:00 p.m. | Break |
| 4:00 p.m. - 5:15 p.m. | Weddings by Design: From Inspiration to Completion, with Sasha Souza, MBC™ |
| 6:30 p.m. - 9:30 p.m. | Optional Off-Site <i>Haute Romance at the Castle</i> |

Tuesday & Wednesday Schedule

Tuesday, November 9, 2010

| | |
|-------------------------|---|
| 8:15 a.m. - 9:15 a.m. | Haute Chocolate Breakfast |
| 9:15 a.m. - 9:45 a.m. | Miss Dorothy Heart Award |
| 9:30 a.m. - 2:00 p.m. | Registration (Grand Pavilion) |
| 9:30 a.m. - 2:00 p.m. | Bridal Bookshelf |
| 10:00 a.m. - 11:00 a.m. | BREAK-OUT IV |
| 11:00 a.m. - 11:15 a.m. | Break |
| 11:15 a.m. - 12:15 p.m. | BREAK-OUT V |
| 12:15 p.m. - 12:30 p.m. | Luncheon Seating |
| 12:30 p.m. - 1:30 p.m. | Haute International Luncheon |
| 1:45 p.m. - 2:45 p.m. | INTERMEZZO SESSIONS |
| 2:45 p.m. - 3:00 p.m. | Break |
| 3:15 p.m. - 3:30 p.m. | 2011 Conference Preview |
| 3:30 p.m. - 5:00 p.m. | Creating Wedding Stories with David Tutera |
| 5:00 p.m. - 5:15 p.m. | Closing Remarks/Door Prizes |
| 6:30 p.m. - 9:30 p.m. | Optional On-Site <i>Hot & Spicy Sunset</i> |

Wednesday, November 10, 2010

| | |
|------------------------|--|
| 8:00 a.m. - 8:45 a.m. | State Coordinator's Breakfast |
| 8:45 a.m. - 11:30 a.m. | State Coordinator's Meeting |
| 12:00 p.m. - 4:00 p.m. | Optional Off-Site <i>Mountain, Water, Desert</i> |

Tuesday Intermezzo (Select One)

Too Busy To ... Do It ALL

ELISA DELGARDIO, PBC™, ELISE ENLOE, MBC™

Your time, energy, and attention span are not infinite. Being "too busy" is becoming a chronic condition with symptoms, side effects, and consequences.

We Are Not the Enemy!

MARK KINGS DORF, MBC™

For too long, wedding planners and catering sales managers have been at odds ... and in many cases the resistance is not unfounded.

Maybe It's Time to Reinvent Yourself

BARBARA WALLACE, MBC™

Maybe its time to rethink what you do, how you do it, how you present yourself, and reinvent yourself.

Sunday Optional Events

Monday & Tuesday Events

Sunday and Monday

The HOTT (High Octane Twenty Ten) Trade Show will be open all day Sunday and Monday during registration hours. Visit the trade show on BOTH days to WIN Hot VIP items like VIP haute table seating at Sasha Souza's and David Tutera's designer sessions. Trade show exhibitor information available by calling 860-350-7000 or visit www.BridalAssn.com.

Sunday Events

Hot Off the Turnip Truck! 12:30 ~ 1:15 p.m.

If you are a first-time attendee at the ABC Annual Conference "Business of Brides", you will want to take advantage of this Sunday afternoon seminar to help make your first ABC Annual Conference experience the HOTTEST and BEST!

Rewving up for Accredited or Masters: Noon ~ 1:15 p.m.

This session is for those seriously considering applying for Accredited or Masters designation in 2011. Session size is limited, registration fee \$25.

Facilitated by Shay Freeman, MBC™.

Gather 'Round the Masters 1:30 ~ 3:00 p.m.

You're cordially invited to attend this informal welcome session and meet ABC Master Bridal Consultants. Greet, meet, network, ask questions, express your opinions and much more one-on-one in a relaxed, small group atmosphere.

Facilitated by Sandra Monahan, MBC™.

Sandals Training 2:00 ~ 4:30 p.m.

Required to become or renew your Certified Sandals Specialist credentials. No charge, pre-registration requested.

How to Start and Run a Successful Local Networking Group (LNG) 4:00 ~ 5:00 p.m.

Never have any ABC meetings in your area? Are you willing to be a local leader for ABC?

Discuss and share LNG meeting ideas from successful LNGs. Understand LNG leadership/involvement and Return on Investment of developing a Local Networking Group.

Facilitated by Elise Enloe, MBC™.

Red Haute Couture ~ Opening Cocktail

Reception 6:30-8:30 p.m.

Experience Arizona Grand Resort's outdoor Palm Court as it is styled into a chic lounge. Get Hot, HOTT, Haute as you mix and mingle at the opening reception. Meet with your state members first, then catch up with old friends and make new friends as this ABC conference brings wedding professionals from around the world together in one gorgeous place. Wear your favorite shade of RED or dress in BLACK to match this

Red Haute Couture chic lounge reception.

Included in registration

Monday Events

Hot Eco Chic Breakfast

Things kick off with some of the hot trends in going green with eco chic decor. Energize your conference with the breakfast buffet, networking, and the trade show. Explore ways that one person's waste (or one event's waste) can turn into another person's profit - and the whole planet benefits. Environmental consciousness, sustainability, and use of organic, and local resources aid in recycling in multiple levels.

Attire: "HOTT" - Hip, Opulent, Timeless, Trendsetting Business Attire

Included in registration

Haute Water Luncheon

One of the hot colors in design is taken in a new direction at our Haute Water luncheon. Clever centerpiece ideas and shades of water will make this event boil. The design on this event is sure to inspire you with ideas for your next event, and soothe your senses while you relax, enjoy, and network at this plated luncheon.

Attire: "HOTT" Business Attire

Included in registration

Tuesday Events

Haute Chocolate Breakfast

What could be better than jump starting your day with a cup of hot chocolate or cafe mocha? Our Master's Breakfast will celebrate all things chocolate, from beverages to food to decor, from white chocolate to sinful dark chocolate. Enjoy lively conversation with an ABC Master Bridal Consultant, Miss Dorothy Heart Winner, or ABC State/Country Coordinator assigned to tables throughout the room so you can find a different one at each table. Their knowledge is like a chocolate chip cookie - lots of morsels stirred up into an incredible final product, made to be shared. So be sure to fill up before the conference is over!

Attire: "HOTT" Business Attire

Included in registration

Haute International Luncheon

There are so many wonderful cultures from around the world and this year's Designer Luncheon will celebrate them. Strong colors are given an elegant look as you get ideas for that bride who wants something completely different, and is not afraid to go for it! See if you can figure out the regions that were the inspiration. We will enjoy a creative International meal as we network.

Attire: "HOTT" Business Attire

Included in registration

You'll be able to attend the Trade Show during your assigned break-out time on Monday, and attend four of the following break-out sessions on Monday afternoon or Tuesday morning.

10 Commitments of Networking

LARRY JAMES - All

Whether you're new to the industry or a "know-it-all," this session will refocus and re-energize your commitment to successful networking ventures.

Advanced Lawsuit Protection, Tax Reduction, and Estate Planning Strategies

LARRY OXENHAM, American Society for Asset Protection - Consultants, Vendors, Seniors

Learn lawsuit protection, tax reduction, and estate planning strategies for which most advisors are unaware of.

A Passion for Paper and Personalization

ELAINE BARKER, PWV™, SYLVIA NIKITAS, AWV™, GAYLE O'DONNELL, AWV™ - Novices, Consultants, Vendors

It's more than just add-on sales; discover if you have the passion to be an expert for invitations and accessories.

Chinese Weddings

KATE-MAGG CHAU, L.S., MIEEx, CPM - All

Explore China's great variation of wedding traditions from traditional Asian weddings to the modern weddings in China and Hong Kong.

Flower Sense and Cents

JOYCE MASON-MONHEIM, AIFD, CFD, PFCI, AzMF, Wholesale Florist & Floral Supplier Association - Consultants

Learn the best floral impact and satisfaction by guiding brides to a long-lasting variety of choices, trend varieties, and budget-friendly ideas. Develop your own design capabilities by using flowers that will make sense along with making cents for you.

HOTT Structures: Tents, Canopies, Chuppahs & Mandaps

GINIA LUCAS, MWV™ - Novices, Consultants

Tackle the ins and outs and ups and downs of tents and ceremony structures, traditions and questions to ask your vendors.

My Attitude. My Choice.

ALAN BERG - Seniors Only Session

Keeping a positive attitude can be a challenge these days. There are pressures all around us, each pulling us in a million different directions. It's easy to allow these pressures to affect our outlook.

Platinum Weddings on a Tin Can Budget

LOVELYNN JENSEN, ABC™, Novices, Consultants

How to create that "WOW" that your client saw on "Platinum Weddings" with tricks and budget-saving ideas.

Positioning Your Business for Sale

RICHARD A. PEARCE - Consultants, Vendors, Seniors

Ideally, you should begin to position your business for sale from the time you conceive of the idea to start the business.

Powerful Room Transformations using Drapes and Lighting

NOEL PEARCE, Quest Drapes - Novices, Consultants

Experience the transformation of the Grand Pavilion throughout conference - and learn how it's done.

Wedding Tech

CANDICE BENSON, MBC™ - All

Is the latest technology working for you, or are you working against it? Learn how to create an effective media campaign using Facebook, Twitter, Weddings Peeps, LinkedIn and more for client acquisition and retention.

The Significance of Ceremony

REV. JIM REHNBERG - Novices, Consultants, Vendors

Raise your awareness and discover tools to create and evaluate meaningful ceremonies.

The Squeaky Wheel Can Happen to You

CHAR HEIN, MBC™ - All

Are you and your company ready for a Momzilla/Bridezilla complaint to ABC?

Using Traditional and New Media to Build Your Brand Among Brides

STACIE FRANCOMBE, Get Married - Novices, Consultants, Vendors

Ways that you can leverage print, TV, online/digital and social media to reach brides.

Yes, I'm a Full-Time Planner with a Full-Time Job

DANETTE SAYLOR, PBC™, PH.D. - Novices, Consultants, Vendors

Are you reluctant to let your clients and industry colleagues know that you have dual careers? You're not alone. Can you have the best of both worlds?

For more detailed descriptions and speaker information, visit www.BusinessOfBrides.com

Optional On-Site and Off-Site Events



Monday, November 8, 2010

Haute Romance at The Castle

Step into old world elegance with a visit to Arizona's breathtaking Castle at Ashley Manor. This Tuscan style castle is the perfect back drop to celebrate a haute, romantic Italian evening. Enjoy fantastic food, live entertainment and share ideas to jump start your 2011 events! Round trip transportation provided via shuttle. This event will SELL OUT, register early to attend.

Attire: "HOTT" Cocktail Attire

Cost: \$99 before 9/15/10, \$125 after 9/15/10
Castle at Ashley Manor - 6:30 - 9:30 p.m.

Entrepreneurial Spouse Workshop

If your spouse or significant other is joining you, this workshop is for them! They'll learn how to avoid the most common mistakes made by partners of entrepreneurs.

Cost: \$25

8:30 - 10:30 a.m.

Tuesday, November 9, 2010

Hot & Spicy Sunset

While in Arizona we hope you have the opportunity to enjoy some of the breathtaking sunsets this state is famous for. This optional on-site event will celebrate the beautiful colors of Arizona sunsets, which inspire the decor and cuisine from world class chefs at the Arizona Grand Resort as they prepare a new take on many Arizona local favorites. Music and fun will round out this evening. You will never look at a sunset the same.

Attire: Haute & Spicy Casual - Cost: \$50
Arizona Grand Resort - 6:30 - 9:30 p.m.



Wednesday, November 10, 2010

Mountain, Water, Desert

Enjoy a tour of several of Arizona's unique wedding venues. Our first stop is at the *Arizona Biltmore Resort*. This nostalgic Arizona property shows off the elegance of world renowned architect Frank Lloyd Wright's work. A popular wedding location, the *Arizona Biltmore* is also where Senator John McCain waited to find out the results of the presidential election. We'll sample appetizers the chef is creating for us as we enjoy this beautiful resort.

Our next stop is to enjoy luncheon lakeside at the *Millennium Resort Scottsdale*. Surprisingly, Arizona has an abundance of lakes and the *Millennium Resort* sits on Camelback Lake just minutes from downtown Scottsdale. Enjoy the lake views from this unique wedding venue as a soft breeze flutters throughout the Lakeside Pavilion while we dine on a menu created especially for us.

What is a trip to Arizona without the desert? We'll head for the Desert Botanical Garden, which is a beautiful and unique location for weddings and celebrations. There, we'll learn about the beautiful native plants that the Desert Botanical Garden is famous for. Docents will be available for mini tours.

Attire: Business, Comfortable walking shoes
Cost: \$29 per person, includes transportation, appetizers and lunch

Airline Information:

Phoenix Sky Harbor International Airport is served by more than 20 airlines. The airport is ten minutes from the luxurious host resort via interstate highway. www.SkyHarbor.com

AirTran Airways is offering a 10% discount off the lowest available rate for ABC members and will give the attendee up to 10 days to pay for the ticket. To take advantage of this discount, call the AirTran EventSaver office at 1-866-683-8368 Monday through Friday 8:00 a.m. - 9:00 p.m. Eastern time. Provide Event Code PHX110710 to get the ABC Conference discount. ABC members are also eligible for discounted car rental rates from AirTran's rental car partner, Hertz. Ask to be transferred to the Hertz desk after completing your AirTran reservation.

Transportation Information:

Check out SuperShuttle.com and enter the ABC Conference discount code M7NG5 for a discounted shuttle rate of \$14.00 one-way from the Phoenix Sky Harbor International Airport to the Arizona Grand Resort, valid from November 5-12, 2010. Check link from www.BusinessOfBrides.com for reservation details. You must make your reservation online to receive our discount.

Taxi fare from Phoenix Sky Harbor International Airport to the Arizona Grand Resort is approximately \$15 - \$30 per person one way, plus tax and gratuity (not including traffic delay charges). Limo fare is approximately \$35 per person one way, plus tax and gratuity.

Hotel Accommodations:

Make your hotel reservations with the *Arizona Grand Resort*, an award winning, AAA 4-Diamond, all-suite property. Reserve your single (King) or double suite at \$189/night per suite* using ABC rate code: 1011AB. There is no charge for a second adult in a suite, \$25 charge applies for third adult in suite. A credit card is required to make your reservation. This discounted rate is available for three days prior and following the conference dates.

*Plus local taxes, and \$12 resort fee that includes high speed internet and fitness center.

The 740 room all-suite resort and conference center offers a full service salon and spa (offering a special ABC conference discount of 10% on pre-registered spa services including massages, manicures, facials, and pedicures) six swimming pools, three jacuzzis, four restaurants within walking distance, a 4-star 18-hole golf course, a state-of-the-art fitness center, kids-only activities and programming, and complimentary valet parking.

Seeking a roommate? Email Carol at the ABC office, MOB@BridalAssn.com

Attendee Name: _____

Company: _____

Address: _____

City, State, ZIP: _____

Country: _____

Phone: _____ Fax: _____

E-mail: _____

Membership #: _____

Special Needs: _____

(Dietary, mobility, allergies, etc.)

RETURN TO:

Association of Bridal Consultants
Attn: Business of Brides 2010
56 Danbury Road, Suite 11
New Milford, CT 06776
PH: 860-355-7000 FAX: 860-354-1404
MOB@BridalAssn.com

CREDIT CARD INFORMATION:

Visa Mastercard American Express Discover

Card number: _____

Exp: _____ / _____ (MM/YY) Vcode: _____ (3 or 4 digits)

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Country: _____



Attendee Registration:

ABC's conference registration fee includes all educational sessions and the HOTT Trade Show as well as most meals, including Sunday's opening reception, two breakfasts, two full luncheons, and daily snack breaks.

- Regular ABC member** - \$675 for registrations received by Sept. 15, 2010
Full payment is due with registration.
- Non-ABC member** - \$795 with full payment by October 29, 2010
(Non-ABC members may not register after this date)
- Late registration** *(space available only)* - \$775 for registrations September 16 through October 29, 2010. No registrations accepted after October 29, 2010.
- First Time Attendee**
- Optional Sunday Sandals Certification Training - No charge. Pre-registration requested.
- Optional Sunday Accredited-Masters Prep Session - \$25
- Additional Guest for Sunday Opening Cocktail Reception \$50
(Opening reception is included in full conference registration for attendees)
- Optional Monday Entrepreneurial Spouse Workshop - \$25
- Optional Monday Off-Site Event - *Haute Romance at The Castle* - \$99 until September 15, 2010, \$125 after September 15, 2010
- Optional Tuesday Spouses' Golf Outing (pay green fee On-Site, tee time TBD)
- Optional Tuesday On-Site Event - *Hot & Spicy Sunset* - \$50
- Optional Wednesday Off-Site Event - *Mountain, Water, Desert* - \$29
- Enclosed is my check *(payable to ABC)*
- Charge it to my credit card *(on the back side of this page)*

No registrations will be accepted after October 29, 2010.

Have another ABC member attending from your company?
Register online at www.BridalAssn.com for the additional member discount.

Cancellation Policies: All registrations include a \$50 non-refundable fee. Cancellations received by September 30, 2010 will receive a full refund less that fee. Cancellations after September 30, 2010 will receive a 50% credit towards any future ABC service. No refund or credit for "no shows." Visit www.BridalAssn.com for additional registration options. Questions? Call the ABC office at 860-355-7000.

To PRE-ORDER BOOKS by our Featured Speakers, visit www.BridalAssn.com