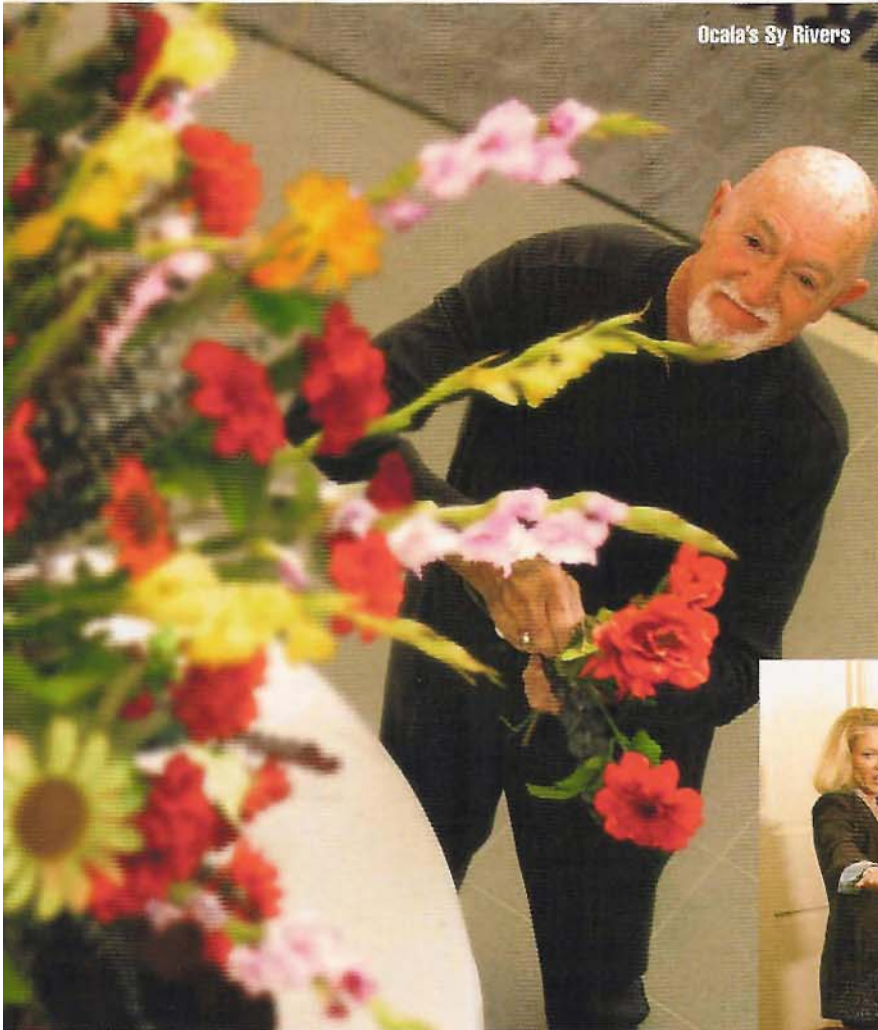


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Ocala's Sy Rivers

perfect fit for my personality," says Rainsberger, "I'm a real project person and enjoy helping others."

Rainsberger says she averages between 50 to 75 hours per wedding and keeps a detailed checklist and timeline for each event. Because of the extraordinary time requirement, all three planners say they prefer to not exceed two weddings per month.

"My ideal is to have a wedding every other weekend but sometimes I end up coordinating two on the same weekend," notes Rainsberger.

Indeed, although this particular Saturday is not ear-marked for a wedding, Rainsberger has a full day ahead of her as well. Her morning notes include: Meet with a bride and groom and one of the musicians to discuss the music

groom's day, it is also important to make other family members feel at ease as this is an important moment in their lives, too."

BRENDA RAINSBERGER understands that sentiment very well. After working on the wedding for her daughter, she decided this could be a good career for her. Thus, was born Weddings Well Planned in Gainesville.

"I told my husband I think wedding planning is a



Orlando's Heather Snively

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for the wedding; After the musician leaves, review the timeline; Have the couple proof the draft of the wedding program; Give homework assignments. Groom: write a paragraph about how you met your bride-to-be to include in the wedding program. Bride: Check with hairstylist to determine time needed to do style all of the bridal party on the day of the wedding.

Once that happy couple leaves, Rainsberger will (again) revise the wedding ceremony, changing the timeline to include additional requests by the bride and groom. She'll spend the afternoon getting back in touch with a limousine service who is providing transportation between three different cities (yes, three) for an upcoming wedding, reviewing a client's wedding rehearsal schedule, getting a marriage license for another wedding, and talk with an agency representing a band. Find out when the band will arrive at the reception and do a sound check. Only then will she be able to take a break and enjoy whatever remains of her Saturday evening.

IF IT SOUNDS as if planning that most perfect day for someone else cuts into your own personal life, that's most certainly true. Which is why the role of a wedding planner has gotten a lot of respect from the media and the business world of late.

"People realize that having a planner avoids unnecessary stress," says Rainsberger.

Rainsberger lightens a bride's worries through continual communication between the wedding party and those with various assignments for the wedding. She is in touch on a regular basis with the caterer, videographer, photographer, musicians, and even the minister.

It's this attention to detail that is the important ingredient for a successful wedding. Rivers, Snively and Rainsberger all agree that, at the core of their business, satisfaction is the ultimate complement.



Sy Rivers' Advice to a Bride: "Start planning early. Six to eight months ahead of time is a good time-frame for planning a wedding."

Heather Snively's Advice to a Bride: "Keep a sense of humor. You'll get married even if something goes wrong and your husband will still love you."

Brenda Rainsberger's Advice to a Bride: "Consider your budget and pay for a professional wedding planner – this will relieve you of added stress!"

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