

Carolyn Valenti of Queen Anne's Lace in Dalton, Mass.

picture perfect weddings winner



THE JUNE 1999 WEDDING OF SARAH HOGUE and Lance Palmer, held at the Cranwell Resort in Lenox, Mass., was the big winner for **Carolyn Valenti**, whose education in fashion design and business have contributed to the success of her design business, **Queen Anne's Lace**.

FROM VOLUNTEER TO AWARD WINNER

A little more than six years ago, Ms. Valenti was busily volunteering with her community groups, decorating for special events and activities, when someone familiar with her volunteer decorating wanted to hire her. That was Ms. Valenti's first paying floral design job, and that's when she realized she could make money doing what she loved; thus, Queen Anne's Lace was born.

Ms. Valenti's company, specializing exclusively in weddings and special events, now averages about 35 weddings per year. About half of these are local couples who've heard about Queen Anne's Lace and have come to Ms. Valenti on recommendations from satisfied customers. The other half of Ms. Valenti's brides are New Yorkers who migrate to the Berkshires, a Massachusetts resort area, during the summer months.

When brides book events at any of the area's top wedding spots, such as the Cranwell Resort where the Hogue-Palmer wedding took place, they receive a packet with contact information on recommended wedding suppliers. Queen Anne's Lace is one of several floral suppliers, but Ms. Valenti says she's often chosen over the others listed because she is able to devote all her time and attention to making each bride's important day special.

"I avoid scheduling more than one wedding per week," says our contest winner, "so that entire week, my time is devoted exclusively to that bride." Brides appreciate Ms. Valenti's undivided attention during the planning months as well, and they feel confident that every last detail will be attended to.

THE HOGUE-PALMER EVENT

A year-and-a-half before the wedding date, Ms. Valenti was already planning the event with the bride and her mother, both of whom are avid gardeners and who wanted the wedding flowers to be memorable.

Since the bridesmaids were wearing dresses in pale green, Ms. Valenti recommended a pink color palette, which would photograph well and would complement the color of the dresses. The bride chose pinks, creams, and peaches and wanted to include peonies, her favorite garden flower. The colors would also stand out well at the outdoor ceremony and would coordinate beautifully with the décor of the Cranwell Ballroom, where the reception was held. The results were indeed beautiful!

Congratulations to Ms. Valenti and her design and set-up staff, as well as to Sarah and Lance Palmer, whose picture-perfect wedding, priced at just under \$5,000, helped Queen Anne's Lace win a portable gazebo from B & C Mortensen Wood Products, Inc.

Photography by Edward Acker, Lenox, Mass.





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picture perfect weddings honorable mentions

Betty Laniri, Party House, Fayetteville, Ark.

The May 1, 1999 wedding of florist Betty Laniri's daughter, Sabrina, was a very special event for the 20-year industry veteran. Since the bride and groom are both medical doctors serving surgery residencies, they had little time to attend to the details of the important event. So Ms. Laniri, acting as both florist and mother of the bride, created a romantic outdoor setting and a seated dinner—fulfilling the bride's only two requests.

From there, the florist/mom used her imagination. Ms. Laniri ordered 50 pots of white hydrangeas from her wholesale florist a year in advance and 5,000 roses from South America. She also used peonies from her garden and grew hanging English ivy just for the occasion. According to Ms. Laniri's estimates, the total floral bill, at retail, would have been more than \$10,000.



Gail Briggs, Just Needed Her Touch, Irving, Texas

The pavilion of the Four Seasons Hotel in Irving, Texas, was the setting for this July 24, 1999 wedding created by Gail Briggs. Although the bride wanted a garden wedding, she felt Texas' scorching July sun might ruin the event, so she chose the pavilion, which has lots of natural light streaming through its many windows. The bride, whose favorite colors are yellow and blue, wanted garden style designs to evoke an outdoor feel.

The groom is an avid golfer, and since the ceremony and reception took place near the Four Seasons golf club, the bride and groom made their getaway in a floral-decorated golf cart. The retail cost for this fun summer wedding was just under \$4,000.

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Picture Perfect Weddings
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**Larry Masters, AIFD, and
Michael Huebner, AIFD,
The Flower Studio, Ltd.,
Milwaukee**

A July 4, 1999 wedding in Milwaukee wins an honorable mention for The Flower Studio. With a price tag of \$23,000, this event was one of our contest's most elaborate.

The bride, who wore an ivory gown, wanted white and ivory flowers to complement her dress. For her bouquet, she wanted roses, lilies-of-the-valley, and ivy. The groom wore a lily-of-the-valley boutonniere.

All of the flowers used to decorate the ceremony site were transferred to the reception, which was held in the Grand Ballroom of the Milwaukee Athletic Club. In total, 180 yards of ivory satin fabric were used to decorate the aisle of the church and the staircase of the club.



**Amber Hardin, Burge Flower
Shop, Inc., Asheboro, N.C.**

With its noteworthy reception site, The Carolina Theater in Greensboro, N.C., this August wedding in Asheboro, N.C. caught our attention.

The bride's father, who is president of Gilmore Plant and Bulb in Julian, N.C., loaned the florists approximately \$9,000 worth of foliage plants and shrubs which were used to decorate both the exterior and interior of the theater. The stage, which served as the dance floor, was surrounded by tall trees and rows of plants and other greenery, creating a garden-like atmosphere.

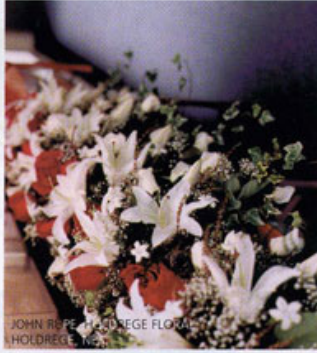
An additional \$15,000 in floral products and rental props completed the beautiful décor, which helped to transform the old theater into an elegant reception venue.

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picture perfect weddings



DEBBIE BOBELDYK, LINCOLN VILLAGE FLORAL & GIFTS, HOLLAND, MICH.



JOHN ROPE, THE ROSE FLORAL HOLDINGS, HOLDREGE, NEB.



PAT WALKER, ALL OCCASION FLORAL, ST. CLOUD, MINN.



PEGGY HOLDER, PEGGY'S PETALS, CHATTANOOGA, TENN.



NEDA FINLEY, FLOWERLAND, MCKINNEY, TEX.



SANDRA POWELL, ENGLISH ROSE, PETALUMA, CALIF.



KATHLEEN GHARNERI, VOGUE FLOWERS & GIFTS, RICHMOND, VA.



BETTY HASTAD, HEATHER FLORAL AND NURSERY, DAVENPORT, MINN.



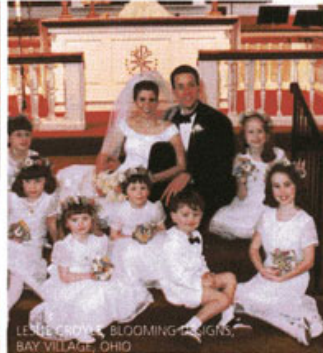
JUDY FLOON, ONE OF A KIND FLOWERS & GIFTS, GORHAM, N.H.

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picture perfect weddings



SHIRLEY WILSON, THE FLOWER SHOP, BOERNE, TEXAS



LENGE PROVA, BLOOMING DESIGNS, BAY VILLAGE, OHIO



DEE BANDOW, THE FLOWER SHOP, MADISON, WIS.



LOREEN HABLEWITZ, HAWKS FLORIST, WAUKATUSA, WIS.



SYLVIA DREW, CREATIVE ARRANGEMENTS BY SYLVIA, TUCSON, ARIZ.



NICHELLE D. BEHRENS, KEN'S FLOWER SHOP, OMAHA, NEB.



BARBARA HARRELL, OAKS FLORIST, WESTLAKE VILLAGE, CALIF.



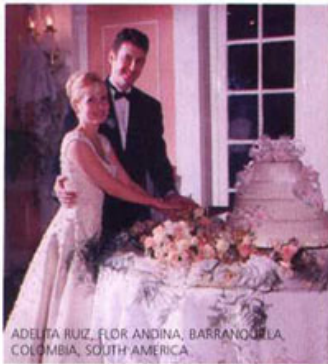
CYNTHIA PAGO, PETALS BY A BODY, MASS.

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picture perfect weddings



ALLODENE BERNARD, BERNARD FLORIST,
SUSSELL SPRINGS, KY



ADELITA RUIZ, FLOR ANDINA, BARRANQUILLA,
COLOMBIA, SOUTH AMERICA



JEAN FORBUSH, BURTON FLORAL, BURKIN, KAN.



ELVA JANE PEELER, LOYALTON PHARMACY AND
FLOWER SHOP, LOYALTON, CALIF.



RINDY IERLIE, VIS DESIGNS, WESTFIELD, MASS.



TERRI TEMPER, FLOWERS BY TERRI,
SOUTH LAKE TAHOE, CALIF.

Thanks to these and all the other entrants for making "Picture Perfect Weddings" a tremendous success.

- Joyce A. Brown
Siloam Flowers & Gifts,
Siloam Springs, Ark.
- Jan Boyd
Jan's Flower & Gift Barn, Porter, Okla.
- Brenda K. Rudd
Alexandria's Garden & Gifts,
Knoxville, Tenn.
- Betsy Rider
Betsy's Bouquets, Wyoming, N.Y.
- Michelle Fowler
Image Custom Floral Design, Salem, Ore.
- Karen Brown
Memories In Bloom, Houston, Texas
- Linda Frost and Cindy Fink
Just Between Us, Harvey, N.D.
- Frank J. Smith
Ar-Kay Florist, Brunswick, Ohio
- Amy Loving
Minshall the Florist, Inc.,
St. Petersburg, Fla.
- Marsha Laubscher
It's Your Day, Howard, Pa.
- Patricia Taira
Mary's Flowers & Gifts, Florence, S.C.
- Jerry Thomas
Gaila Events, Malone, N.Y.
- Clint Miller
Flowers on Patterson, Valdosta, Ga.
- Carol Cline
Shenandoah Summit Floral,
Shenandoah, Iowa
- Charlie and Laura Rodriguez
Leslie's Garden, Isabela, Puerto Rico
- Leslie Haynes
Leslie's, Waterville, Wash.
- Debbie Hoffman and Donna Nachbauer
Family Flowers, Cincinnati, Ohio
- Heather Simms and Elaine Cody
The Nosegay, Calgary, Alberta, Canada
- Lynnette Litwiller
The Flower Garden, Carson City, Mich.
- Jane Edwards & Wanda Castelli
Angelo Florist & Flower Market,
Kenosha, Wis.
- J. Anne Miller
Cottage Floral & Gifts, Louisville, Ohio
- Debbie Azzolina
Redshaw's Flower Shop, Sparta, N.J.
- Catherine Wood
Victorian Gardens, Dallas, Texas
- Cindy Threlkeld
Blooming Creations, Marceline, Mo.
- Maureen Stewart
Grand Marquis, Old Bridge, N.J. ■