


business

Local Elegant Events helps plan your big day

By Karen Billing
Staff writer

Michelle Klaff knows how to throw a fabulous party. For five years, her business Elegant Events has helped plan and see through numerous weddings and parties all over the Sacramento region. As a full service wedding consultant, Klaff handles all the stress and deals with all the snags that come into play when handling one of the most special days of her clients' lives.

Before opening her own business, Klaff worked in corporate event planning and sales in the high tech industry. After having a child, she realized she didn't want to be a part of such a fast paced work, so she start-

ed a business where she could coordinate weddings, parties and reunions. Klaff joined the Association of Bridal Consultants and went through a whole training program where she learned about everything from wedding etiquette to the traditions of the various faiths.

In this business, five years in the trade is major longevity. Klaff has capitalized on this experience to develop quite a reputation for herself.

Klaff handles events that range from 25 people in attendance to weddings with 500 guests. She says 12 months of lead time is ideal for a wedding, but she has put together memorable ceremonies in less than three months. A challenge of getting

married in this region is the lack of venues that can handle large crowds. In that case, more time is certainly useful. June and October are Klaff's busiest months for weddings. She tries to keep it to 20 weddings a year, which is tight for a season that typically runs five months.

"It keeps me fresh," she said of her limit.

A majority of Klaff's weddings have taken place in the winery setting, in venues in Napa, Plymouth and Shingle Springs.

"That makes me unique," she said of the art of planning mainly outdoor ceremonies. When dealing with such a venue, she said you really have to be on top of things because an outdoor setting doesn't come equipped with a lot of the details an indoor facility would have.

Her favorite part of the planning is when she gives her clients the agenda and sees the "easing of nerves." Her favorite part of the wedding is seeing the bride and groom happy coming down the aisle.

Klaff provides her clients with established vendors that she has made connections with throughout the years like caterers, photographers and DJs. Two of her favorite vendors

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are right here in El Dorado Hills: Heavenly Floral and Events by Angie Zimmerman and Music and More by Brian Greenwalt.

In addition to running her own business, she was also contracted by R. H. Phillips Winery to do all of their weddings at the site. She also helped with package pricing and with marketing and advertising. When she first started in this business, she said marketing and adver-

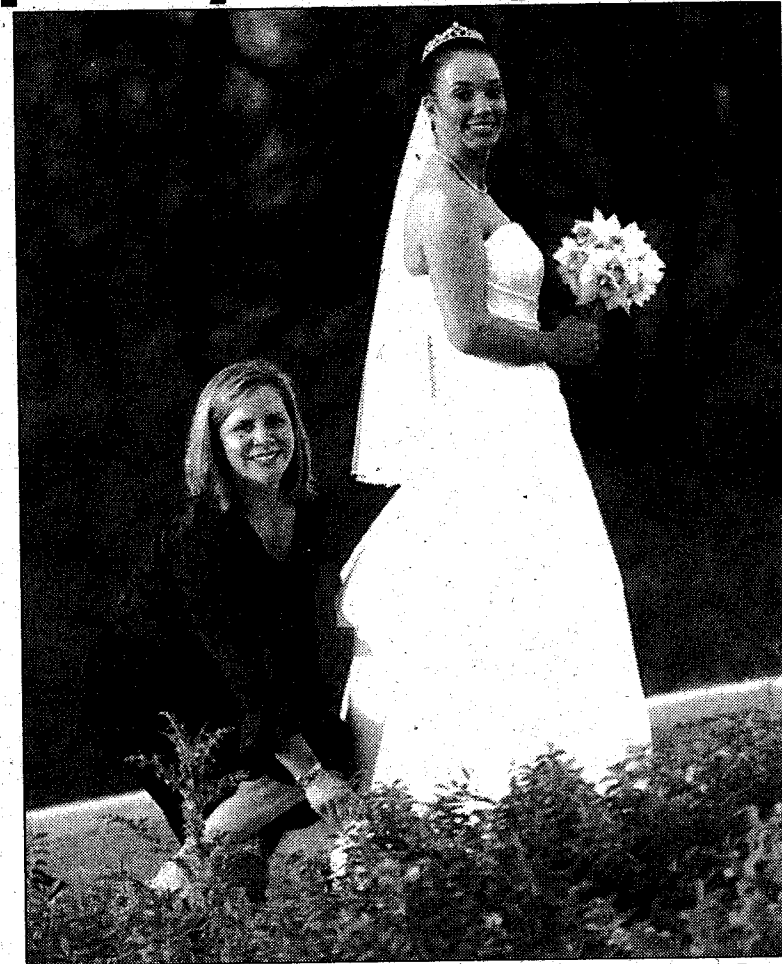


Photo courtesy Elegant Events

MICHELLE KLAFF of Elegant Events helps your special day go off without a hitch. Here she helps a bride at her wedding at Sogno Winery in Shingle Springs.

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