

## Not Your "Chuck E." Wedding

My son is four and a half. In that short time in our midst, I can't tell you how many times I've had to attend birthday parties (not his - those of friends, mind you) - at that one place "Where a kid can be a kid" - Chuck E. Cheese.

Now, don't get me wrong, watching an animatronic mouse (or rat - the jury's still out) does have it's entertainment value, and there's not many places where you can crawl around in an oversized habitrail hanging from the ceiling.

But - oh - those birthday parties. I'm all about kids having a great time and enjoying every moment until they have rent and bills and all the things that come with being adults. (Cell-phone bills excluded, as children seem to get those right before the training wheels come off their bicycles). Just what's wrong with the birthday parties - they're all the same. The folks at C.E.C. are smart enough to change the name on the cake, but otherwise, all the same. (By the way, before you think that I'm anti-Chuck E., we go there about three times a month!)

Unfortunately, many wedding receptions are no different. Like many of you, I spend most of my day every day talking to couples as they are planning their wedding reception. And, I'm always sure to ask them about the other receptions they've attended. What I hear (in so many words) - is Chuck E. Cheese. They are all the same, all blend in, usually - not even one reception stands out. What a pity.

Granted, alot of couples don't have the national budget to work with when planning their reception, so they may not be hiring the most creative designers, DJs, florists, etc. But, if their one "Once in a Lifetime" day doesn't stand out, what's the point?

So - it's up to us, all of us, to contribute what we can to help these couples (who have never planned a wedding before), make sure that it's creative, unique, and memorable.

### The Best Wedding Reception...EVER!

Enter Peter Merry. Peter is a good friend of mine and a DJ from California, and - as of the last couple of years - an author. Peter's new book "The Best Wedding Reception...EVER!" has been capturing the attention of brides, grooms, and wedding professionals since it was first released in February. In his book, Peter covers every facet of planning a reception that is fun and entertaining - from choosing the time of year, to choosing the right vendors, to choosing your style of exit from the celebration.



## The Merry Mixer

On July 18th of this year, I am producing an event entitled "The Merry Mixer". Hosted at the Old Red Courthouse, this promises to be one of the biggest events available to both wedding professionals, as well as couples planning their wedding. The evening will begin with a social hour of networking, followed by a presentation by Peter Merry. The material is designed to help those of us in the industry to better serve our clients, and to help our clients have "The Best Wedding Reception...EVER!"

The mixer is sponsored by (in no particular order) The Old Red Courthouse, Creative Reflections Photography, City Club of Fort Worth, BBJ Linens, Lite Dallas, Randal Stout Entertainment, Hakim Sons Studios, The Perfect Wedding Guide, The Knot, D Weddings, Bridal Shows, Inc., Gourmet Chocolate Fountains, Delicious Cakes.

Hors d'oeuvres and valet parking are included, as well as two drinks (compliments of The Perfect Wedding Guide). There will also be door prize drawings and goodie bags.

For more information, and to register, please visit [www.merrymixer.com](http://www.merrymixer.com), or give me a call at 817-577-3595. Feel free to pass this information on to any associations that you belong to, as well as to your clientele.

I hope to see you there!



Tommy Evans is a DJ and owner of Specialty Sound. Since 1989, Tommy has been providing creative and unique receptions for couples in the Dallas / Fort Worth Metroplex. Tommy is a member of The American Disc Jockey Association and has served on the board for the Dallas Chapter since it was created. He also serves as President of the Professional Wedding Guild of Fort Worth, and as 2<sup>nd</sup> Vice President of the Dallas Chapter of June Weddings, Inc. Tommy was awarded "Wedding Professional of the Year" for 2006 by the Professional Wedding Guild of Fort Worth.