



Jaelyn and Kevin Patterson, who wed at Worthington United Methodist Church and celebrated at **NorthPointe Hotel and Conference Center**, opted to hire a planner for their day. (Nicole Dixon Photographic)

Meet the Planner

Jennifer Drew, Something to Remember Events

BY JENNY ROGERS



Let's talk services. What do you offer brides and grooms?

It's truly a wide range of services, from just consulting—meeting to bounce ideas around or to answer vendor questions—to weekend planning, which most brides call “day-of” planning. In reality, it's a little more than that. Then, of course, there's full-service planning, helping brides from the very beginning with all the steps along the way. We offer custom packages if a couple doesn't fit into one of our standard ones. I'm happy to eliminate or add services.

You worked in the corporate world before creating a career in events. What inspired the change?

Planning my own wedding was really how I got involved. I had a day-of planner for mine, and she happened to be very involved in the Columbus event-planning industry,

so I talked with her and she got me involved. It snowballed from there.

Any vendors with whom you love to work?

For cakes, I really like Enticing Icings and Anita Kline, and I love working with Bloomtastic Florist. They're great to work with. Night Music is another favorite. I know some planners only work with or recommend certain vendors, but I go with who's the best fit for the couple and for their budget.

You're a member of Columbus Bridal Consultants and the Association of Bridal Consultants. Why should a bride-to-be use an association member?

I always recommend someone who is at least a member of Columbus Bridal Consultants. I've networked with those

planners, and we all have great connections and resources and share ideas and best practices. It's also about having a backup. Many of us have staffs; some don't. If something were to happen to me prior to a wedding, I have a great backup group of planners. It's rare, but when things come up, it's good to have people you trust.

The most memorable wedding of the last year was ...

I planned my first Hindu wedding this year. It was big and beautiful.

What's the best part of planning a wedding?

The part I enjoy most is getting to know the people in the families—a great connection is the most important thing. Do we get along? Can we enjoy the process? That's the key.