

CORONADO

Magazine

February - March 2010

**2010 BRIDAL GUIDE:
YOUR DREAM DAY
IS COMING**

**MODERN FAIRYTALE
WEDDINGS**

**PANIC ROOM:
HOW TO SURVIVE
AND LOOK GREAT AT
EVERY WEDDING!**

**CORONADO
WEDDING
PLANNERS ANSWER
YOUR QUESTIONS
ABOUT THE 2010
WEDDING SEASON**

For People Who Live, Work and Play in Coronado!



Amanda McPhail
Creative Affairs by Amanda
www.creativeaffairsbyamanda.com

Coronado Wedding Planners Answer Questions For Wedding Season 2010



Victoria Schroeder
Coronado Weddings
Victoria Weddings & Events
www.coronadoweddings.com
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I had conversations with two of Coronado's premiere wedding planners to discuss wedding season 2010. What are the trends they believe will emerge? What advice do they have for planning weddings in our coastal community? What are some the most unique weddings they've been a part of? And why now is the best time to tie the knot.

Asked about simple ways to create a dramatic statement for a wedding, Amanda McPhail of Creative Affairs by Amanda, didn't skip a beat. "The two least expensive ways are good lighting and good linen," she said. "Up lights are an excellent way to add depth and color to a space without doing much at all."

Victoria Schroeder of Coronado Weddings, the city's oldest wedding coordination organization, agreed as well saying, "lighting can have a truly vital effect. LED lights programmed to change color are really popular as well."

Discussing wedding trends for colors and flowers McPhail said that after meeting with other wedding coordinators, some trends had emerged. "There are two very different trends emerging right now. First, neutral tones and palettes with blush and buttercup accents and then we'll see vibrant colors and patterns and the ways they can be



The goal is to produce something that will ultimately make them say 'wow, that's exactly what we wanted.'

Photo courtesy of Victoria Schroeder



Amanda McPhail, of Creative Affairs by Amanda, recommends beach weddings be "in the round" to create an intimate space and even vista no matter where guests are seated.

Photo courtesy of Amanda McPhail

made to contrast without clashing, for example a rich jewel-toned linen with a patterned runner or flowers that wouldn't ordinarily be used in that way."

Purple should be popular for about one more season Schoroeder said. "Teals, browns, the peacock palette and metallics are also all colors and patterns I expect to see this year." Stepping outside the color/pattern wedding trends for a moment, the return of live music to weddings highlights, in Schroeder's opinion, many couples' belief in the upward direction of the economy. "Two thousand nine was the year of the DJ," she said. "People were getting married but they were cutting costs were they could, this year they're living it up."

One of the more unique weddings McPhail recalled involved a

couple that met while on a humanitarian mission in Africa. "They fell in love the people in a village there and decided they wanted to build a well for them so they would have access to clean drinking water. When they got married, instead of traditional place settings, every guest got a small pamphlet with pictures of the couple from their trip and a brief synopsis of their desire to have any monies usually directed toward gifts donated toward the construction of the well."

Coordinating between 130 - 160 events in a year, McPhail said that she's handled her fair share of unique affairs. "One that stands out is a wedding I did at the San Diego Air & Space Museum. The couple met traveling in an airplane so they wanted to pay homage to that. I've also done gothic and Nantucket-themed weddings too," she said.

"A really fun one was a baseball-themed wedding held at The Ultimate Skybox, a venue I represent. It overlooks downtown San Diego with that beautiful skyline view, Petco Park and the San Diego Bay over to Coronado. They served mini sliders and other food to theme."

"Funny that you should ask now! I'm actually working on a very unique one right now but I can't really discuss it, so ask me next year," said Schroeder, who after relocating from the East Coast back to the west to take the helm of the family business, still plans events on both coasts. "The biggest bicoastal differences in weddings is size. "The average East Coast wedding has 250-plus people," she said. "Here one the west, weddings here are between 120 - 125 people."

Discussing tips for handling ceremonies at the beach, McPhail recommended doing what she called weddings in the round, a seating arrangement she said creates an intimate setting and allows guests to comfortably take in everything that's going on no matter where they're seated. "That's how my wedding was done," she said.

Taking the traditional invitation to the next level, McPhail and bridesmaid team created a message in a bottle. "It was an assembly

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Valentine's Day



1300 Orange Avenue | Coronado
619.522.0946
Reservations recommended.

**Valentine's Day
4-Course
Prix Fixe Menu**

*\$75 per person
plus taxes and gratuity*

**Selections from our regular menu
will also be available.**

*For an additional \$45, enjoy two
glasses of Mumm Rose
Sparkling Wine, two glasses (4 oz.)
of Robert Mondavi Reserve Cabernet
Sauvignon 2005, and truffles.*

Antipasto

Bruschetta Mista

Toasted crostini topped with eggplant and tomato.

Primi Piatti

Choice of one:

Manhattan Clam Chowder

Insalata Melograno

Organic field greens, pine nuts, avocado, bacon, feta cheese and pomegranate vinaigrette.

Secondi Piatti

Choice of one:

Mare e Terra

6-oz. grilled prime filet mignon with mushroom demi-glace and a 6-oz. Australian lobster tail. Served with a mashed potatoes and baby vegetables.

Filetto di Tonno

Seared Saku tuna loin wrapped in nori sheets and panko bread crumbs, served with rice pilaf and baby bok choy.

Ossobuco di Vitello

Veal shank slow-braised with vegetables and herbs over a bed of soft polenta.

Cuore di Ravioli

Heart shaped lobster ravioli served in a creamy lobster sauce with rock shrimp.

Dolci

Choice of one:

Sorbetto di Frutta

Sorbet of Raspberry and Passion Fruit

Budino di Riso

Rice pudding with berries marinated in Grand Marnier.

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line of me and all the bridesmaids putting it all together. I can see it now," she said with laugh, "standing over the stove with the a stack of invitations browning the edges, trying to make sure nothing caught fire."

Schroeder's mother, Helen Walker, planned her wedding. "We're cut from the same cloth, she and I. I just told her what I wanted and she made it happen. My sister got married a few years ago and I had no hand in the planning. Why not? Because I didn't want to worry about things like flowers and tuxes. I wanted to be there for her. That isn't to say I didn't have my planner's notebook tucked down the front of my dress," she said laughing, "but it was just nice to be a guest at a wedding."

That relaxed feeling is what Schroeder said she emphasizes to potential clients. "I tell them it's what we're here for, to handle everything and make it happen. What bride wants to sit down to have her hair done, unable to relax because she's worried about things like flowers and tuxes? It's their day, all they should have to do is show up, leave the rest to us."

"Couples will come with a lot of ideas. My job then becomes deciding how do take all these ideas, hopes, expectations and dreams they have for their wedding and bring them into a focus that will ultimately produce something that will make them say 'wow, that's exactly what we wanted.'"



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Awarded Best of Wedding Coordinator for 2010 / 2011

- The Knot

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photo: studio emp, inc



photo: melissa jill photography