

FREE SPECIAL REPORT:

***State Of The
New Jersey
Wedding Industry
2008-2009***

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Overview of the New Jersey Wedding marketplace:

According to Shane McMurray of The Wedding Report, a leading source of wedding statistics and market research for the wedding industry (www.theweddingreport.com), there were an estimated 44,989 weddings in New Jersey during 2008 and 44,547 weddings are projected for 2009. The estimated spending for a New Jersey wedding in 2008 was \$34,949 and in 2009, spending is expected to increase to an average of \$36,249.

The numbers above show a market value of New Jersey weddings to be \$1,572,320,561 in 2008 and \$1,614,784,203 projected for 2009. Most popular wedding months are June and October, and average guest counts are 169. Average engagement period lasts 18 months, and the highest number of engagements occur in the months of December (16.6%) and February (11.3%).

Overall Wedding Trends:

The Wedding Report also reports consumer and industry wedding trends nationwide, which include the following:

1. Smaller weddings are popular
2. Couples are hiring less expensive unprofessional photographers
3. Do-it-yourself (DIY) wedding projects are common among brides
4. Couples are looking for “packages” from venues and vendors
5. The Internet is used in numerous ways during wedding planning
6. Cheesecakes, cupcakes and specialty desserts are trendy alternatives
7. Bolder and brighter colors are fashionable
8. Brides are creating their own bouquets
9. All-inclusive honeymoon packages and cruises are popular
10. Eco-friendly/green weddings and charitable giving are growing

New Jersey Wedding Industry Survey Results:

Recently, NJWedding.com took a survey of wedding professionals from the New Jersey area (including parts of New York and Pennsylvania) and received a variety of responses on various issues. Here are the questions and a bullet-point list of answers, as stated from the wedding professionals themselves.

Question 1: What, do you feel, makes your wedding business successful?

- ❖ Personal attention to each of my clients and my level of expertise at what I do. (officiant)
- ❖ My 35+ years of event planning experience that I bring to each event. (wedding planner)
- ❖ Personal attention, kind interaction with the bride and groom.
- ❖ Customer service and giving the customer what they want.
- ❖ My knowledge and skills in preparing ceremonies and helping couples understand what their ceremony can be; ability to give couples a custom wedding experience. (officiant)
- ❖ Targeted advertising, constant analysis and word of mouth.
- ❖ We have been successful because we realize what our product actually is. While we are artists we do not sell photography, we sell service. (photographer)
- ❖ The warm relationship I develop with the couple as well as the way I use their story and their choices to write a ceremony that expresses their love for each other and their desire to become husband and wife, or in the case of same gender ceremony, their new partnership.
- ❖ Reputation, price point, and facility. (banquet facility/caterer)
- ❖ The high standards we set for ourselves and the personal service we give our clients. (video company)
- ❖ Our outstanding style of photography and customer service.
- ❖ The customer gets one on one attention and a custom keepsake. We don't do cookie cutter. (flower preservation)
- ❖ Our website is a big part of it. We have greater reach than ever because of the ubiquity of the internet. Also, we present ourselves as creative, non-judgmental, and above all, fun to work with. (wedding planner)
- ❖ We listen to the needs of our brides. Being very flexible and working closely with our brides to keep them within their budgets is important as well. (favor company)
- ❖ Our unique buildings and grounds. (banquet facility)
- ❖ Experience, competence and ethics. (officiant)
- ❖ Personalized service, state-of-the-art music planning through our web site, and engineered equipment. (DJ)
- ❖ Personality, hard work and talent. (photographer)
- ❖ We offer personal and friendly service. Our films are customizable and different from the standard shoulder mounted videographer. We perform extensive networking with other wedding vendors and we genuinely care to produce top quality films with the newest technology on the market.
- ❖ We offer a very personalized service where we get to know our clients & thus become friends with them. When you know your client better, you can give them more of what they are looking for. (video company)
- ❖ Love for what I do; skilled and educated associates; a lot of networking; respect for my professional partners (vendors); intuitive observation skills; continuing education. (wedding planner)
- ❖ Our level of client care and "insane" attention to detail, transparency and full disclosure. (wedding planner)

- ❖ Honest approach. Do not freelance outside contractors. Promise what clients see in consultation is what they receive. (photo/video studio)

Question 2: How would you describe the current state of the wedding industry in New Jersey?

- ❖ I think weddings, in general, are fairly recession proof, though I see a trend towards smaller guest lists and off times of the year.
- ❖ Good! I truly feel to a certain extent the wedding business is recession proof.
- ❖ Girls are still getting married and even in this state of events, business is good.
- ❖ Brisk but very competitive.
- ❖ Smaller weddings, often at home or with immediate family rather than the large, over-the-top weddings of a couple years ago. (officiant)
- ❖ Slower than usual due to the economy. (ceremony music)
- ❖ Couples are spending less in the past three years and demanding more in terms of coverage and products. (photographer)
- ❖ Many weddings continue to take place in churches, synagogues and other houses of worship but as time goes on more and more couples choose a ceremony at a venue, on the beach or in their home. Some choose no religious references while others want to include traditional rituals and religious elements. The result is a diverse pattern of the traditional marriage ceremony.
- ❖ Not good. Bookings have been very quiet in the last quarter going forward and the economic conditions are definitely affecting the industry. (banquet facility/caterer)
- ❖ Fast-paced, over the top, excessive in many ways.
- ❖ Same as it ever was. Just not booking in advance as much. Used to book 12-18 months out now it's anywhere from 6-12 months out. (photographer)
- ❖ For me it is very slow, but I am at the end of the wedding food chain. (floral preservation)
- ❖ Seriously decayed and virtually completely off base. The original purpose and meaning for weddings has given way to almost 100% cost and economic factors. Little sincerity is left. Respect for capable, competent and honest officiants is almost always completely subordinated to reception costs -- which have NO LIMITS. (officiant)
- ❖ Horrible 2008. Looks a little better for 2009. Lots of interest, but people are slow to commit.
- ❖ Weddings are still out there. They're just less extravagant, with more and more people having weddings in their backyards and firehouses rather than the country clubs.
- ❖ I don't feel there are less weddings. There may be some reduction in what the couple will spend, but my price is reasonable. There are also a lot of new photographers entering the field and taking away business, but they are not charging enough to sustain themselves in business. They will make some money but it will not be a career. (photography studio)

- ❖ NJ is one of the leaders in the wedding business right alongside NY, CT and CA. New Jersey weddings are featured regularly on "Whose Wedding is it anyway!" on the Style Channel. In my opinion, NJ brides are looking for elegant and unique.

Question 3: What kind of year have you had in 2008 so far, and what are your projections for 2009 (number of weddings booked, amount couples spending for your service, etc.)?

- ❖ This was my best year ever, but I am still in a growth phase. (officiant)
- ❖ 2008 was a fantastic year for me. I booked more events in 2008 than I did in 2007 & 2006 combined. 2009 is looking good. (wedding planner)
- ❖ Just started in 2008, hope to have at least 20 weddings in 2009 (videographer)
- ❖ Weddings are down for 2008 and right now 2009 looks worse (banquet facility/caterer)
- ❖ Bookings remain solid and I expect the same or a slight increase over next year. I am looking to offer a budget option that may lower my average sale slightly but result in higher earnings.
- ❖ Approximately 20% down from previous year. (ceremony music)
- ❖ Bookings are down 20% in 2008 and we expect 2009 to be down an additional 10-20%. Spending is expected to be down as well.
- ❖ I have performed 31 weddings in 2008 and will accept possibly 40 in 2009 (officiant)
- ❖ 2008 was a good year... however, we are a little behind on bookings for next year compared to this time last year. However the weddings we have booked in 2009 are higher priced than in the past. (DJ/Live Entertainment)
- ❖ Sales are actually up year over year in 2008 but margins are way, way down. The expenses are killing us- food, labor, taxes, and overhead. 2009 does not look good and will be a very tough year. Food costs are projected to increase 8-9% in 2009. 2008 was a good sales year b/c the business is already booked. 2009 bookings are SLOW! (banquet facility/caterer)
- ❖ Due to our business relationships in the industry, we have been fortunate and we continue to grow. (video company)
- ❖ We had a great 2008 year. We upgraded all equipment to HD. We booked 15 weddings at an average of \$2,600 each. Seeing as this is a side business for us, it was great. 2009 has us booked for 10 weddings already (due to more advertising and initiatives we have started this year) with an average bride spending \$2800 so far. We plan to book 20-30 weddings for 2009 with an additional advertising budget of \$1500. We also plan to increase our sales to 30-40 weddings for 2010. We already have 3 weddings booked for 2010 and plan to hire an additional videographer crew to handle double bookings on one day for 2010 with an increased advertising and marketing budget of \$2500 additional.
- ❖ 2008 has been a very successful year. I have performed almost 200 ceremonies so far this year. I expect to have at least 250-300 ceremonies for 2009. I am already heavily booked for 2009. My average couple spends approx. \$350-\$500 for my services. (officiant)

- ❖ 2008 booked 48 weddings avg spent \$4000. I am only looking to book 20 to 30 weddings for 2009. I already have 12 booked. (photography studio)
- ❖ While 2008 was very strong, I am not projecting as strong a 2009, with less full service weddings being booked and more "month of" service. (wedding planner)
- ❖ As far as weddings go, 2008 seems to be on par with past years. We have raised our prices, so we are booking less weddings, but making about the same profit. (video company)
- ❖ I foresee more day-of bookings on shorter notice and fewer planning clients booking 9-12 months out. Our prices will not be lowered, but it's a good bet that couples will pick and choose among our offerings rather than take a full-service package. (wedding planner)

Question 4: How does the national and local economy play a role in your business?

- ❖ The national economy doesn't affect me personally. The local economy can work either for or against me when trying to book professionals for example. (wedding planner)
- ❖ I try to consider the tight budgets of the bride and groom and try to accommodate. (videographer)
- ❖ Economy plays a role in every business. This economy is not good right now.
- ❖ People are marrying for necessity in some cases because of the economy. If people feel like there is less money around, they are tighter in spending it, although it doesn't change calls to me for my service--just the circumstances where I perform that service. (officiant)
- ❖ Significant role, perception.
- ❖ Granted couples tend to be a bit more free when making wedding expenditures. However, if people are concerned about their spending habits they will obviously watch their dollars and cents when contracting wedding vendors as well.
- ❖ People will always get married, however budgets get smaller during tough financial times.
- ❖ It really is amazing to see how it effects a local business like ours. People are not coming out to dinner, businesses are not booking holiday parties, and I guess, brides are not booking weddings right now. We just did a major renovation to our Ballroom and it remains to be seen if it was the right move or not.
- ❖ Of course the national and local economy plays a role in our business, however, we have adjusted some of our package prices to make video more affordable for the majority of clients.
- ❖ Brides are reluctant to spend more on something as intangible as a wedding planner....we are a luxury, so convincing them that they will be much happier if they hire us is difficult, to say the least.
- ❖ When times are bad, more people turn to comfort foods like chocolate, we sell comfort foods. (favor company)

- ❖ Since almost all of my couples are living together before marriage. They can postpone the wedding almost indefinitely until they can afford what they want. (officiant)
- ❖ It has a small effect at present but I believe we will see an upturn in 2009/10. (photo studio)
- ❖ It plays a role in every business. Maybe the same amount of people will get married but just spend less money.
- ❖ We feel that the wedding industry is less hit by the economy than other industries. Being a videography only company, we tend to book less clients than a photographer because of the perceived value brides put on video. Therefore, our business takes more effort to book future clients but we have stepped up our advertising and referral efforts due to the economy as well. So we have seen little change, if anything, maybe an increase in business.
- ❖ Because of the recession, many people are losing/fearful of losing their jobs and are not willing to spend money on "luxuries" - couples will splurge on one or two items for the wedding and cut back on the rest. (wedding planner)
- ❖ In regards to weddings, I think this is one area that people try NOT to skimp on. The saying is "you only get married once" and people want to make sure it is remembered for generations!
- ❖ Affects payment due dates and amounts of deposits, some weddings are scaling back from high end to moderate income style weddings.
- ❖ Obviously the down turn in the economy and loss of jobs have affected our future business in a negative way. People are very hesitant to commit to large sum parties with such negative news coming at us daily. (banquet facility)

Question 5: Based on what you're seeing, are the number of couples getting married changing (increasing, staying the same or decreasing)?

- ❖ It is hard for me to say; for me, they are increasing. (officiant)
- ❖ While I think the number of people who get married each year stays about stable. I think the number of couples who are hiring wedding planners is going up.
- ❖ Increasing.
- ❖ Decreasing for now.
- ❖ Staying the same, I think. Any one postponing until they can have a "dream wedding" is offset by those getting married due to economic hardship: need for benefits, for example.
- ❖ Staying the same, they are simply seeking out more economic alternatives (i.e. having a friend or an amateur photograph their wedding).
- ❖ Stayed the same. (officiant)
- ❖ From the information we receive, the number of couples getting married is about the same from year to year.
- ❖ I think the number is staying the same, but the age of the couples is higher.

Question 6: What professional associations do you belong to? (Please list any national groups and/or local chapters, along with web site address if known)

- ❖ Association of Bridal Consultants (ABC) – <http://www.bridalassn.com>
- ❖ ABC – New Jersey Branch – <http://www.njwedding.com/abc>
- ❖ ABC - Jersey Shore Local Networking Group
- ❖ ABC – Northern NJ Local Networking Group
- ❖ ABC – Southern NJ/Philadelphia Local Networking Group
- ❖ Southern Ocean County Chamber of Commerce – <http://www.discoversouthernoccean.com>
- ❖ National Association of Wedding Officiants -<http://www.nawoonline.com>
- ❖ International Special Event Society (ISES) -<http://www.ises.com>
- ❖ ISES – New Jersey North Chapter - <http://www.isesnorth.org>
- ❖ ISES – New Jersey South Chapter - <http://www.isesnjsouth.com>
- ❖ Edison Chamber of Commerce - <http://www.edisonchamber.com>
- ❖ National Restaurant Association - <http://www.restaurant.org>
- ❖ New Jersey Restaurant Association – <http://www.njra.org>
- ❖ American Society of Media Photographers – <http://www.asmp.org>
- ❖ Wedding and Portrait Photographers International – <http://www.wppionline.com>
- ❖ National Association of Mobile Entertainers (NAME) - <http://www.nameentertainers.com>
- ❖ Vineland Chamber of Commerce - <http://www.vinelandchamber.org>
- ❖ New Jersey Licensed Beverage Association (NJLBA) - <http://www.njlba.org>
- ❖ National Federation of Independent Business (NFIB) - <http://www.nfib.com>
- ❖ Wedding & Event Videographers Association (WEVA) - <http://www.weva.com>
- ❖ Professional Photographers Association of New Jersey (PPANJ) – <http://www.ppanj.com>
- ❖ Professional Photographers of America (PPA) - <http://www.ppa.com>
- ❖ Professional Picture Framers Association (PPFA) - <http://www.ppfa.com>
- ❖ Wedding & Portrait Photographers International (WPPI) – <http://www.wppionline.com>
- ❖ National Association of Photoshop Professionals (NAPP) – <http://www.photoshopper.com>
- ❖ Society of Wedding & Portrait Photographers (SWPP) - <http://www.swppusa.com>
- ❖ National Association of Professional Women (NAPW) – <http://www.napw.com>
- ❖ Mercer County Regional Chamber of Commerce - <http://www.mercerchamber.org>
- ❖ Tri-Town Chamber of Commerce - <http://www.tritownchamber.org>
- ❖ Lakewood Chamber of Commerce - <http://www.mylakewoodchamber.com>
- ❖ Atlantic Highlands Chamber of Commerce - <http://www.atlantichighlands.org>
- ❖ Give Me Service – NJ’s Small Business Network – <http://www.givemeservice.com>
- ❖ ITEX Small Business Community & Barter Network - <http://www.itex.com>
- ❖ Society of Wedding Planners – <http://www.societyofweddingplanners.com>
- ❖ eWomen Network, South Jersey Chapter - <http://www.ewomennetwork.com>
- ❖ Chamber of Commerce of Southern New Jersey - <http://www.chambersnj.com>
- ❖ Association of Professional Event Designers

- ❖ Somerset County Business Partnership - <http://www.somersetbusinesspartnership.com>
- ❖ Association for Wedding & Event Professionals - <http://www.afwpi.com>
- ❖ North Jersey Videographers Association (NJVA) – <http://www.njva.org>
- ❖ National Association of Catering Executives (NACE) - <http://www.nace.net>
- ❖ Meeting Professionals International (MPI) - <http://www.mpiweb.org>
- ❖ American Disc Jockey Association (ADJA) – <http://www.adja.org>
- ❖ New Jersey Disc Jockey Network – <http://www.njdjn.com>
- ❖ Gateway Regional Chamber of Commerce - <http://www.gatewaychamber.com>

Question: 7: Which marketing, advertising and/or public relations practices/strategies have you found to work best for your wedding business?

- ❖ I work with a highly optimized website and I take my networking seriously.
- ❖ Internet advertising. Being high up on web search engines helps too.
- ❖ I find it best to network with other vendors.
- ❖ Internet, magazines, word of mouth.
- ❖ Internet, bridal shows, networking.
- ❖ Maintain a strong online presence.
- ❖ Referrals from Celebrant USA Foundation, my parent company. Referrals from other celebrants, some contacts from websites to which I subscribe.
- ❖ Internet is the future to be sure. All our brides are internet savvy.
- ❖ Asbury Park Press Bridal magazine, linking with other websites, word of mouth is the best advertising.
- ❖ Word of mouth is best. Google is horrible. Having an effective website helps, but getting good exposure is difficult and expensive in a highly competitive marketplace.
- ❖ Bridal shows, networking groups and of course referrals. This is the best source as you already come highly recommended and it didn't cost you anything. We perform lots of networking during a wedding which yields us vendor promotional videos plus referrals. We advertise on NJWedding.com and receive leads which we then send out a professional newsletter to brides via email over a 2 month period. We direct mail the leads that are in next 6 months and write them a letter and give them a fridge magnet. We also ask our clients to write us referrals online to many of the popular websites plus we compete in many different categories for best videographer and receive awards for our films. In addition, we spend a lot of time making our website be the best in the local market and post high quality video on our site to attract and retain potential clients to our website. We also offer a free movie trailer of the couples wedding within one week of the actual wedding day. This is a great way for us to give our clients a short clip of the day, quickly, often while on their honeymoon, and for them to show their 200 guests our website so they can view the video. We also offer a quick turnaround time, generally within 2-3 months. Other initiatives we have been thinking of for 2009 or 2010 is print advertising. Including advertising on Brides.com and in their print magazine.
- ❖ Internet, although I am going to try some more direct mailings. (bridal accessories company)

- ❖ Magazines - getting real weddings in print; getting quoted in print. (wedding planner)
- ❖ We have had the most success putting our products on Ebay and Etsy. We have also branched out to Craig's List and Shopify recently. We try to connect with brides on MySpace as well as Facebook. We have also personally gone around to the local bridal shops, florists, and bakeries to see if that would be willing to give out our business cards and postcards, most have been more than willing since we are not taking any business away from them at all. (wedding planner, unique accessories, custom crystal cake toppers)
- ❖ Contacting brides directly by mail or personal contact.
- ❖ Internet optimization and strategic, carefully considered and evaluated print, web and multimedia buys based on ROI.
- ❖ Telemarketing and Bridal Shows.

Question 8: What, if any, new wedding trends are you seeing?

- ❖ Smaller guest lists, weird times of the year.
- ❖ Clients want to add their own personal style to their weddings. No one wants their wedding to be like someone else's.
- ❖ More than one photographer at the wedding.
- ❖ Smaller parties fewer full packages more cocktail parties.
- ❖ Smaller, more intimate affairs.
- ❖ I see more and more couples wanting personal, customized ceremonies.
- ❖ More interested in LCD TVs and photo montages (DJ)
- ❖ Everyone wants something different. Up until recently, money seemed to be less of a hindrance but that is surely changing. (banquet facility/caterer)
- ❖ Most brides are interested in day-of services, not full packages. (wedding planner)
- ❖ Friday evening weddings.
- ❖ Candy carts.
- ❖ Same Sex Weddings/Civil Unions are now legal in New Jersey.
- ❖ For many couples the actual ceremony planning is not a priority...everything else - the dress, food, favors for guests are more important. (officiant)
- ❖ Downsizing. Many weddings that should be 50-60k are being turned into 20-30k weddings.
- ❖ Less video, less bouquet and garter toss. Couples waiting until older to get married.
- ❖ In terms of hair and makeup, styles are more relaxed and women are open to different looks.
- ❖ High Definition BluRay films are the newest trend this year among top rated videographers.
- ❖ Destination weddings still on the rise.
- ❖ More custom Indian Weddings, theme weddings (banquet facility/caterer)
- ❖ Traditions that don't make sense to today's couples are falling by the wayside. Garter and bouquet tossings have given way to honoring guests whose marriages have stood the test of time. Edible favors are the norm; or the couple will make a charitable contribution in lieu of favors.

- ❖ More Sunday weddings and brunches. 4 hour instead of 5 hour receptions.
- ❖ DJs are offering photography, video & slide shows. Photographers are offering video. Bands are offering DJs. Up Lighting has become popular.
- ❖ A few more military weddings and smaller more intimate ceremonies. Also a little more of people doing more themselves like making their own floral arrangements and having friends or relatives take pictures. A lot more fall and winter weddings and not as many June and July weddings this year.
- ❖ Destinations! It has become very popular to have a beach wedding. Couples are making their wedding into a weekend event.

Question 9: Do you have any other comments or further insight into the wedding industry that you would like to share?

- ❖ The most rewarding ceremonies are for same gender couples. They appreciate so much the affirmation of their relationship through a well-written ceremony.
- ❖ I want a good method of exposure for a small business that doesn't cost thousands upon thousands of dollars to enter and maintain. (DJ)
- ❖ I feel that if you make a couple feel special and offer them as much information as possible to make their planning easier, they appreciate it. (officiant)
- ❖ It is not a good time to start up a photography business. I expect to see more photographers go out of business.
- ❖ We would love to share our 10 years of experience in the industry in an article, book, or web site feature - which helps educate consumers and provide a public relations opportunity for the company. (videographer)
- ❖ I feel the most important thing is for the industry to establish guidelines that will give couples a feeling of assurance about the professionals they're hiring.
- ❖ With today's economy and most couples just starting out, I think we in the industry should try to work within young couples' needs and budgets. It is time to lower costs and not gorge them just because the title "Wedding" is mentioned.
- ❖ I have planned weddings for over 18 years now - and the one common denominator is that the planners and the venues have to stay with the trends and times that the couple are moving to - being flexible to their wants and needs and definitely seeing whatever their vision might be to produce a day for them that truly is their most precious. It's a simple process actually - and understanding our new "young" client is the first step to being successful for the years to come - no matter what the economy.

Question 10: Where do you currently advertise your business (please specify which wedding magazines, Internet/web site directories, bridal shows, newspapers, etc.)?

- ❖ The Knot – <http://www.theknot.com>
- ❖ Brides Magazine – <http://www.brides.com>
- ❖ Bridal Expo, Inc. – <http://www.bridaltradeshows.com>
- ❖ NJWedding.com – <http://www.njwedding.com>
- ❖ Wedding Zone – <http://www.weddingzone.net>
- ❖ Wed Alert – <http://www.wedalert.com>
- ❖ Contemporary Bride – <http://www.contemporarybride.com>
- ❖ New Jersey Bride – <http://www.newjerseybride.com>
- ❖ Asbury Park Press Bridal Magazine – <http://www.app.com>
- ❖ WedDepot – <http://www.weddepot.com>
- ❖ Decido – <http://www.decido.com>
- ❖ Wedding Set Go – <http://www.weddingsetgo.com>
- ❖ PlanIt Expo – <http://www.planitexpo.com>
- ❖ Yellow Pages - <http://www.yellowpages.com>
- ❖ Wedding Wire – <http://www.weddingwire.com>
- ❖ Metro Jersey – <http://www.metrojersey.com>
- ❖ American Bride – <http://www.americanbride.com>
- ❖ Philadelphia Weddings - <http://www.phillymag.com/weddings>
- ❖ Premier Bride Magazine - <http://www.premierbride.com>
- ❖ VIP Wedding Magazine - <http://www.vipmagazine.com>
- ❖ Gathering Guide = <http://www.gatheringguide.com>

Conclusion / Personal Thoughts

From the research gathered above, it's safe to say that there are some VERY important factors to the success of your wedding business. These include personal, customer-centric service and attention to detail, expert knowledge of the wedding industry and your specialized field, really listening to the needs of clients, and much more. Focusing on what you do BEST is another highly important point to success in this unstable economy and necessary for long-term success.

There are a variety of ways to advertise and promote your services, and joining certain industry associations and chambers of commerce will aid in helping you meet other professionals in your field. Whether the economy is weak or strong on a national or local level and despite the changing wedding trends, the wedding

industry will continue to survive, albeit with adjustments where necessary to accommodate client's needs within the capacities of your business.

It is often said that "only the strong will survive," so it's important to always do your best...then your clients will rave about your service or product, refer you to others, and you and your business will continue to grow and prosper.

And a brief final note about keeping a positive attitude on a personal and professional level...

As stated eloquently by Andrea Mastrobattista, owner and motivational speaker at Operation Inspiration (www.operationinspiration.com) in Basking Ridge, NJ, "Despite the current state of our economy, you have what it takes inside of you to create and live your most fulfilling and inspiring life. You have your inner strength and you have your attitude, and you have the power to keep that attitude positive. No person or circumstance can take any of that away from you unless you allow it. Once again, it's all about choices, and the choice is yours."

Indeed, something to think about!

*Thank you for reading the
"State Of The New Jersey Wedding Industry"
special report for 2008-2009!*

Questions? Comments? Want to share your views about the New Jersey wedding industry? We would enjoy your feedback! Take the survey by visiting <http://www.njwedding.com/business>, send an email to info@njwedding.com or call the NJWedding.com office at (908) 874-0417.