

It Takes A Village

This issue of The One Bride Guide celebrates our 12th year as a local wedding magazine serving Corpus Christi and surrounding areas. The reason we exist is to provide brides with as many resources as we can, while elevating the local talent. It's really all about local. We serve two markets: the local bride, supporting her work planning her wedding, and the local talent (the vendor), helping get their business seen by the brides, grooms, moms, friends, and anyone else who needs to plan an event. With everything going mobile, we knew it was time to create a great interactive resource online.

For over a year, we've been "soft launching" our newest wedding product. VP Wedding Planner, sister company to The One Bride Guide magazine, is an online wedding planning system. We've been testing the web-based system, real-time, and making changes while it's small and in the infant stage, with our eye on going national. We see The One as our local, printed portfolio of talent, resources and wedding coverage, with VP Wedding Planner being the interactive tools you can use online.

What we are creating with VPWP is a new way to connect your tribe – from the vendors to your wedding party, family and friends, we know it takes a village to put on a wedding. Smart brides outsource to their tribe, getting each person to accomplish tasks. But what bride wants to be a bridezilla ordering everyone around? None. Most resources give you tools and a list, but don't do a great job of connecting you to the people who can do the work: your vendors and bride tribe. VP Wedding Planner is changing that.

We've got the basic tools in place with phase one: directory, budget calculator, timeline, checklist and more. Phase two and three is where it really gets special. Ultimately, we are creating a system where you can organize your team and plug each person in to your plan. You'll be able to assign tasks to certain people and the system will remind them to get it done. It's a game-changer and we can't wait to roll it all out for you.



If you are reading this letter, then I'm going to assume you care about the real-life in's and out's of our company. So I'm going to ask for your help...

We are staffing up to grow our platform. We are hosting focus groups and live, online "Hangouts" to get feedback and find out exactly what questions you have. Please connect and like our facebook page, vpweddingplannersouth-texas, to get updates and see how you can get involved. Tell your sales and web savvy friends to apply for our job openings. Engage in our hangouts and let us know what's on your mind. We are working to create the best resource for you. Most importantly, ask your vendors if they are involved in VP Wedding Planner and The One. The more vendors are involved, the better we can test, grow and get better. If you see a vendor in the magazine or on VP Wedding Planner, please let them know you saw them!

Thank you for using our resources. We are here to serve! :)

Monica M Sawyer

President/Creative Director
The One Bride Guide & VP Wedding Planner

Announcing...

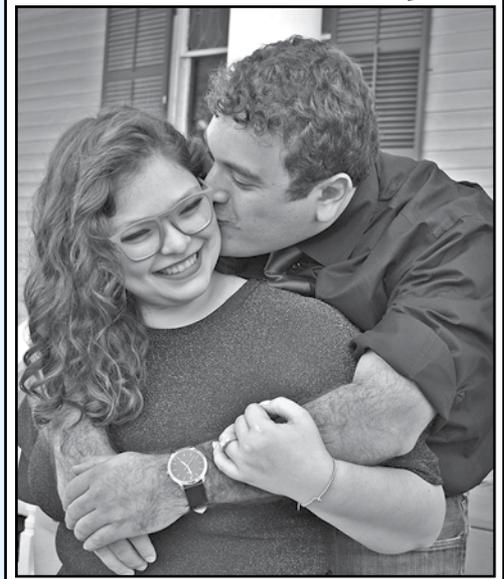


photo by LN Photography

Rodriguez + Perez

Mr. Issac Lenox of Renton, WA and Mrs. Cynthia Bielecki of Corpus Christi, TX are proud to announce the engagement of their daughter, Maria G. Rodriguez to Eduardo Perez, JR. Eduardo is the son of Mr. and Mrs. Eduardo and Angela Perez of Corpus Christi, Texas. The bride's grandparents are Mr. and Mrs. Joe and Norma Vela and the late Mr. and Mrs. Mark and Deborah Noble. The groom's grandparents are Mr. and Mrs. Vicente and Consuelo Perez and Mr. James Torrez and the late Mrs. Emma Romero. Maria graduated from Collegiate High School in Corpus Christi, Texas, and is attending University of Houston - Victoria. Eduardo graduated from John Paul II High School in Corpus Christi and is attending Texas A&M University - Corpus Christi. Their wedding will take place at The Venetian in Las Vegas, NV on November 16, 2019.

Visit www.theonebrideguide.com/the-one-links/ for more info on how to purchase an announcement or get featured in The One!



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