



## From Mayhem to Magical

Posted by **Meagan Leon** on January 26th, 2011

**Fairy godmother (n) 1. a character in certain fairy stories who brings unexpected benefits to the hero or heroine**

**-Synonyms 1. Colleen Bauer**



Her group of fairies makes a day, only thought to exist in fairy tales, truly possible. Making sure every last detail is executed flawlessly and elegantly, they are truly a blessing to all their couples. With such a seemingly seamless effort, watching an enchanting ceremony unfold before you ensures the dutiful and tactful yet calm and collected work of the fairy godmother. With experience with vendors and coordinating events, Bauer uses her expertise knowledge of what it's like to be a bride to create the fairy-tale ending every girl dreams about for their wedding day.

Meeting with Colleen was truly a pleasure. Even in a casual, urban setting, she gives off an aura of calm and collectedness. Her cheery and upbeat remarks regarding the business was only further convincing to me that she truly did possess the demeanor and character of a mystical woman, one with only wise and encouraging knowledge and never any discouragement, which is what every bride needs on her wedding day.



**How did you start your business?** I am a longtime resident of Bakersfield, I have developed a successful career in banking and I am very involved member of the Bakersfield community. After acting as Chairperson for the Bakersfield Women’s Business Conference, I was encouraged by my fellow board members and several event partners to pursue more work in the area of event planning and execution. It was with this experience and inspiration that I launched “fairy Godmother,” the day-of wedding coordinating service. I realized there was a real need for a service that takes an event from mayhem to magical! The name “fairy Godmother” represents an elevation in excellence and romance.

**Why do you think your role as a “day-of wedding coordinator” is becoming more popular with modern brides-to-be?**

We focused on day-of because brides know what they want. They’ve been dreaming about this day for a long time. Most know the style, colors, theme, and sometime much more. They like to be part of the planning process. However there is a real need for who is going to put their plans in motion. We do Event and Wedding planning as well but even if the bride hires us strictly for the day-of we are still very involved in her planning process. To be a good coordinator you need to understand the look and feel and all the little details that brides have spent so much time planning.

### **What roles do you play as a “day-of wedding coordinator?”**

The easiest way to sum it up is we are the orchestrator, the orchestrator of the whole day. We handle all of the details, as the main contact for all service providers, and troubleshoot when required, leaving the bride and groom free to enjoy every precious minute of their day!

### **How do you become familiar with all the details of a wedding before the big day?**



We spend a great deal of time working with our brides before the big day, we often meet at their ceremony and or venue location. We talk about her vision, her concerns and we ask a lot of questions. We actually have a three page list of questions we go through. It is very important to really know every aspect and detail of her wedding.

### **I’ve heard that you stay “calm and comforting” throughout the stressful process. How?**

I am often been told, you are always so calm. A good coordinator has to be ready for little situations and has to be ready with “plan B” at all times. I’ve become a fierce protector. You protect that bride and family and the bridesmaids and the whole bridal party and the vendors. It’s my job to make things right, to make it so that’s the best day ever for the bride. You have to be ready every step of the way. We become fixers. Brides and their family trust us with the one of the single most important days of their life, we take that very seriously.

### **Do you have a whole staff of Fairy Godmothers?**

There are three Fairy Godmothers, myself, Denise who specializes in Events and Kellie. We have many assistants and one intern who is studying with us to become a Fairy Godmother, Yesi. We have an excellent team, and are all different so we complement each other nicely.



**Have you had any memorable or favorite experiences as a fairy godmother?**

I think one of my favorite memories is a surprise we did for the mother of the groom, we had the groom surprise his mom and he walked her down the aisle instead of one of the groomsmen. This was a very special surprise for her. He is her only son and it was difficult for her to marry him off. I received an email from her after the wedding that said of the entire wedding, this was her favorite moment. The best surprise for me about being a Fairy Godmother is all of the special friendships we form. We become instant family members because we are part of one of the most important days of their lives, we care deeply. Another very memorable memory for us is a wedding that rained 250 people outdoors; we moved the entire wedding indoors in about 20 minutes and managed to save the wedding. To this day Ally is one of our favorite brides, she was amazing through the whole thing.

**What pricing do you offer?**

We realize and appreciate that every bride is unique and every wedding is different. Our fee is \$85.00 an hour with a 6-hour minimum. Typically our brides book us for 12 hours, 1 hour for rehearsal and 11 hours the day of the wedding. We ask for a \$300 deposit to hold their date. We encourage the brides to hire vendors who only book one wedding a Saturday, their Photographer, Videographer, Coordinator, etc. We do not book two weddings in a day. Our guarantee to the bride is if they need us extra hours, we will be there for them. We are masters at making sure all of the painstaking details they have put into planning their wedding day is executed seamlessly. Their only job will be to watch the magnificence unfold around them. With our experience in collaboration with vendors, our ability to identify and manage crises before they occur and our special knack for thinking like a bride; “fairy Godmother” will ensure their wedding day has a true *fairy-tale ending!*



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