



TOP OF THE TIARA



ALL-AROUND BEST WEDDING PROVIDER

The nominees are: Allstar Entertainment, Elegant by Design, Vera's House of Bridals

The winner is: ELEGANT BY DESIGN

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All work and no play would make Denise Ellenbecker a dull girl. Luckily, her work is also her play. At least it seems that way. "This is the best job I've ever had," says Ellenbecker, owner of Elegant By Design, a full-service event design and rental company based in Appleton. "Everyone's always happy when they come in. Who doesn't want to talk about their wedding? There's no bad day at the office for me."

After 13 years in business, Elegant By Design is thriving, mostly due to Ellenbecker's loyal clients, who often refer her to friends and relatives. The business provides wedding musts, including card boxes and tables, chair covers and linens, balloon arches, centerpieces, ceiling treatments and illuminated backdrops.

It's her attention to detail and dedication to her clients that creates a stress-free experience for the wedding days she helps coordinate.

According to Ellenbecker, one of the biggest challenges of her job is creating a high-end, upscale event on a budget. "Many of my clients are budget-conscious," she says. "They want the high-end look without the high-end price tag. I pay attention to what they can spend, and create the look they want and can afford."

By providing consulting services for a variety of pre-wedding and day-of services such as guidance on etiquette, forms, timelines, agenda, budget, design and décor, Ellenbecker can lend her counsel to even the most budget-oriented brides.

A swan in its marketing materials represents Elegant By Design, something Ellenbecker decided to incorporate while setting up for a wedding. During the hustle and bustle of the day's activities, Ellenbecker spotted a swan gliding through the water, oblivious to the activities happening around him. A member of her team snapped its photo, and the swan has been a symbol of grace under fire to Ellenbecker ever since. It's a lesson she often remembers during stressful times, such as a recent traditional Hmong wedding she set up. "The bride and groom were Americanized, but their families were not," she says. "There was definitely a cultural divide, which made things interesting."

Ellenbecker's love for her work is contagious. "Two of my favorite parts of the day are seeing the look on the bride's face when she walks into the room, and coming back at the end of the event and seeing how happy everyone is with the results," she says. *

ELEGANT BY DESIGN IS A
FULL-SERVICE EVENT DESIGN
AND RENTAL COMPANY
BASED IN APPLETON.