



WENDY HAMMAKER:

A CAREER OF Blooming Vision

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Wendy Hammaker is in the business of blossoming passion.

Passion inspired her to open her own flower shop. Passion motivates her to plan weddings full of fresh vision. Passion is the theme and driving force of her new local reality show *Weddings in Style*. Luckily, fresh passion comes in endless supply in the business of wedding coordinating, as every new couple comes to Hammaker with new excitement, passion, vision and ideas.

"My floral background really helps because we design wedding styles through the use of flowers. Using colors and themes, we can create a look that a bride envisions for her wedding day," says Hammaker. In 2005, she converted her residential home into a commercial property and there opened Hammaker's Flower Shop, with the assistance and support of her mother Beverly Hammaker. "The flower shop was formed because I wanted to have my mom follow her dreams," Hammaker says. "She had done so much for me growing up and always encouraged me to aspire to do and be who I wanted."

Hammaker's Flower Shop in Lemoyne is the 2011 winner of *The Knot's* Best of Weddings and The Bride's Choice Award. Hammaker has seen exponential growth and improvement in her small business because of the refreshing opportunity to work with both regular and new customers that come with the business. "I would say my favorite aspect of being a business owner is having the opportunity to meet new people and creating floral arrangements with their vision in mind," says Hammaker. The rewarding feelings of pride and independent success that she has found in starting her own business have given her the confidence and motivation to enter the field of wedding planning.



Wendy (right), with her mother, Beverly Hammaker.



"I have a passion to help brides find information to help them plan their weddings," says Hammaker. "I can honestly say that this career is for me." Since 2006, Hammaker has been helping brides to plan their weddings on a strict budget. The problem that many brides face, Hammaker shares, is that they are unaware of how much they are spending on their wedding until it is too late. Her extensive experience in wedding planning has allowed her to discover and make strong connections with the most qualified vendors in the central Pennsylvania area. Her extensive knowledge of local vendors and their services is vital to planning weddings on strict budgets.

Additionally, Hammaker serves many brides as a day-of-wedding coordinator. By taking care of the details and unforeseen issues that arise on a bride's wedding day, she is able to help the bride relax on the day of the wedding. By placing the responsibilities of the day in Hammaker's hands, brides and

grooms trust her to keep the wedding on a strict timeline, which frees the bride and groom to enjoy the day's events, guests and experience. Many brides seek Hammaker's service only on the day of the wedding, as opposed to planning the whole wedding or a large portion of it, as a more cost-effective approach to wedding coordination.

Hammaker's experience and success in the field has brought her to realize that she has skills, knowledge and ability in planning weddings that can be beneficial to a greater audience than just the brides with whom she works. June 27 on abc27, Hammaker will be showcasing her abilities as a wedding planner on her new local reality show *Weddings in Style*.

"Although it is a reality show, the purpose is to help other brides gain the knowledge to plan their weddings," says Hammaker. The show highlights a couple as they plan their wedding with Hammaker and as she handles the issues that arise on the day of the wedding. She shares her tips and tricks on how to plan an ideal wedding on a budget in the central Pennsylvania area. As part of her duty as a wedding planner, she enjoys helping brides seek and find the information to make their day meet the vision of the perfect wedding that they have in mind. *Weddings in Style*, which is produced and hosted by Hammaker, shares the newest trends in wedding planning and reveals ideas that will specifically benefit local brides-to-be.

"The show talks about having a wedding planner and the benefits of one as well. You will see on the show that I help the bride throughout the day with anything she may need, including taking care of any situations that arise. I have never seen a wedding go according to plan," says Hammaker. By airing her new show, Hammaker hopes to make the wedding planning process easier and more enjoyable for local brides. She calls the show a "must-see for anyone who knows someone getting married or is engaged."

Hammaker hopes to share more with her audience than her ideas and tips on planning a successful wedding. *Weddings in Style* will also give an in-depth view of her role as a female entrepreneur and how she, as a hard-working woman, wife and mother, has gained success in her career. Hammaker's young daughter, Alexa, recently had her cleft palate repaired but still faces medical challenges every day. Hammaker believes that having a child with medical challenges has taught her patience, which is a valuable quality to have in the career fields of wedding planning and television production. Hammaker and her husband, Kevin Poole, are expecting a new addition to the family in August. Having once worked as a Juvenile Probation Officer, Hammaker took a risk by

opening her own flower shop in order to reduce the stress that comes with her career, and she has thus gained many repercussive benefits beyond simply de-stressing her life and career.

The entrepreneur became an independent businesswoman by opening her flower shop in 2005 and has since progressed her career into the television production field in only a few years. Each career shift has been a step in a new direction for Hammaker to continue progressing and flourishing as a businesswoman. "I think being a woman entrepreneur is very exciting in today's business world. I encourage women to follow their dreams and to aspire to be role models for other women." **HBG**