



## business

# Events receive a modern twist with Elegant Events

By Tara Taylor  
Staff writer

Summertime is always a busy season for event planners. Warm weather represents wedding and anniversary season where caterers and event coordinators work hard at creating or recreating someone's dream. After working in the business for over eight years, Michelle Klaff of Elegant Events decided to quit working for large cooperations as an event planner and went into business for herself.

Klaff moved to El Dorado Hills three years ago and saw a golden opportunity to provide people with a unique event experience.

"This market really needed someone fresh and new," said Klaff, who found a unique edge to put on a traditional ceremony. Klaff has created a haven for outdoor weddings and parties with her talented eye for nontraditional locations.

Traditionally, weddings are held in a church or at a country club. When Klaff moved to the Sacramento region she began to notice that these traditions, which many wedding planners in the area were sticking to, were a glass ceiling for those wishing for a wedding that was out of the ordinary.

Klaff said that she owes much of her success to those who have moved to the region from the Bay Area. "There are a lot of neat loca-

tions in Sacramento and El Dorado Hills area that people are not familiar with," said Klaff.

She decided to mix her love of wine and event planning together and came up with a unique venue selection and an opportunity for those who have nontraditional tastes to hold the perfect dream wedding. Klaff has joined forces with wineries throughout the Sacramento region and has created magical outdoor weddings that incorporate all the themes of California.

"Two things I wanted to do was use my skills (as an event planner) and do something with wine," Klaff said. "It was a perfect fit for me."

Klaff addresses every aspect of the wedding or event by creating a budget and organizing that budget to what her client thinks is the most important.

"First I set a budget then direct them to the appropriate vendors," said Klaff, who can work with almost any budget.

Elegant Events does not only focus on weddings, though Klaff does admit that weddings are about 80 percent of her business. This month she is planning her own birthday celebration with some friends at The Purple Place in El Dorado Hills by creating a themes party. "Sometimes it needs (the venue) modification," said Klaff. "Sometimes you have to alter your



Photo courtesy of Michelle Klaff  
**MICHELLE KLAFF PUTS THE final touches on a bride's gown during a photo shoot. She opened Elegant Events, a wedding and event coordinating business in EDH about three years ago.**

theme around the site."

With three years of working as an independent event and wedding planner Klaff has defined the concept of theme, and is constantly working to push the envelope on new and exciting events.

To find out more information regarding Elegant Events call Michelle Klaff at (916) 802-6325.