

Leonard grad 'plunges' into new business

Written by Betsy Blevins

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Dec. 2, 2010 - Brittany (James) Anderson's months of planning came to life on Dec. 27, 2003, as she married her husband, Anthony, and in the time leading up to the big day, she also found out what she wanted to be when she grew up. As she dove into the tiniest detail of her big day, Anderson found her happy place. A few years later when she helped a co-worker plan their wedding, she again found her niche.



"I realized then that I was in my realm and I enjoyed every aspect of it," Anderson stated. "I can totally immerse myself in all of the tiny details of an event."

Earlier this year, Anderson decided she would follow her dream and start a wedding and event planning business. To help her along, she enrolled in a wedding certification course at Collin College in Plano, where she will receive her certification in December.

"My instructor, Melissa Wagner-Gens, is amazing and a very knowledgeable wedding and event planner," said Anderson. "She has done an awesome job at keeping the class fun and intriguing and has introduced us to some incredible vendors, which are crucial relationships for my business. This class has furnished me with business techniques and abundant knowledge on everything that goes into planning a special event. I am very excited about the direction I am headed."

It was during the semester that Anderson, as an assignment, had to draw up a business plan, to which Wagner-Gens said was "Hands down the most professional business plan of the semester."

Anderson's business is based in McKinney, but she is currently taking clients in the North Texas area. She named her business "The Plunge" where she offers to plan "wedding and events that

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make a luminous splash”.

“I chose this name for obvious reasons, and because in order to have a successful event, you have to dive into every detail of it,” Anderson said. “I plan weddings, birthday parties, corporate events and I am even available to grooms that need help planning the proposal.”

Anderson hopes in the future to open a boutique that will help her clients be more engaged and productive in planning.

Anderson states that her own marriage and those behind her have helped her along in her decision to start the business.

“I value my own marriage so much and remember how overwhelmingly special and magical our day was and I want to continue to help couples create memories that will never be forgotten,” she stated. “My husband, children, parents and extended family have been a wonderful support system and have been a constant encouragement for me.”

At this time, Anderson is offering a 50 percent discount to brides that book services between now and Jan. 31, 2011. The wedding date does not have to fall within that time frame, just booked.

Anyone interested in more information on Anderson’s business may contact her at theplunge@ymail.com or call 903-819-1611, or keep up with The Plunge online at <http://theplungespecials.blogspot.com>