



ashley  
nicole



AFFAIR

# Introduction to Ashley Nicole Affair

Ashley Nicole Affair was established in 2015 by Ashley Moody & Nicole McBride. Ashley owns the company and we do a minimum of 75 weddings a year in Texas, anywhere from Hutto to San Antonio and everywhere in between. Most of our presence is in Texas, however Nicole still takes on weddings in Colorado.

We are now in our eighth wedding season (2015, 2016, 2017, 2018, 2019, 2020, 2021) and have done over 400 weddings.

We *only* offer three packages; month of coordination, partial planning, and full service. Each package has different benefits and you can read our FAQ about each package on our site: <https://www.ashleynicoleaffair.com/investment.html>

We are on the preferred list for several venues and **it is our number one goal as wedding planners** to network and get on additional preferred lists. We especially love venues that require a day of coordinator!

Our reviews can be found on Wedding Wire, The Knot, Google, and Facebook. We encourage our clients to review us on ALL of these platforms, but most importantly Google. We currently pay for advertising through The Knot, Instagram, and Facebook. **Our number one goal with our clients is to go above and beyond.** Ask for a review with your name specifically!

## BONUS OPPORTUNITIES

- Get on a venue's preferred vendor list - \$500
- Review mentioning you by name - \$10
- Book a referral - \$200
- Write a wedding related blog - \$40
- Final walkthroughs - \$50
  - Intern rate - \$35
- Rehearsal - \$50
  - Intern rate - \$35
- Submit a wedding for publishing - \$40
  - Getting published - \$60 more

## NEW HIRES

- Make a "[yourname.ashleynicoleaffair@gmail.com](mailto:yourname.ashleynicoleaffair@gmail.com)" address and email Ashley to make sure she can receive
- Complete and send all payroll documents to [amanda@ashleynicoleaffair.com](mailto:amanda@ashleynicoleaffair.com)
  - W-4
  - I-9 Verification
  - Direct Deposit Authorization
- Send Ashley a headshot and short bio; please see our website under 'About - Team' for examples

# Expectations of Our Employees

## DRESS CODE

### **Set Up**

Please arrive in clothes that allow you to lift, sweat, and stay comfortable during set up. Setting up can include anything from putting out tables and chairs, to moving heavy things, or just simply setting up decor. Tennis shoes are encouraged, but not required. Please ensure you still look presentable and allow you to move freely in the event there is more labor than expected.

### **Ceremony/Reception**

You will always wear all black during the ceremony and the reception. We do encourage that you wear something nice like a dress, jumpsuit/romper, or button up and slacks as long as it is all black and business casual. You will be on your feet all night, so please make sure to wear comfortable shoes, but still fall under the business casual dress code. TOMS are great shoes for this!

You will get three company shirts with our logo. You are welcome to wear this with black bottoms - pants, skirt, leggings, etc. If it is black tie, bring a blazer and/or nice shoes to elevate your outfit if you wear one of our t-shirts or tanks.

*Please check if your wedding is BLACK TIE. Most hotel weddings are black tie, in which case we encourage slacks and button up, or a dress. Absolutely no tennis shoes. There are comfortable slip ons or mules. Again, make sure you can be on your feet for 10-12 hours.*

### **Meetings/Walkthroughs**

Business casual, but we encourage business professional attire when meeting clients face to face. You can also wear your company shirt; you do not need to wear all black.

## CELL PHONES

Cell phones are allowed for anything that is business related - communication with the wedding party, vendors, other coordinators, etc. We also encourage you take pictures during each wedding.

Currently, we do allow you to have your phones out for personal matters, but we highly discourage talking on the phone for any personal reasons or answering anything that is not business related during peak times of set up, ceremony, or reception. NO personal phone use will be tolerated during breakdown as we only have one hour. Please take all personal calls and texts out of the client's and guest's vision, but do not disappear during crucial times.

## EATING

The order during the reception is as follows: Bride/groom eat, wedding party, family, photographer/videographer, and other vendors can eat at the same time as guests. You are welcome to also indulge in a plate during cocktail hour and cake, but you should not be seen

eating in front of guests or the wedding party/family. We can eat after we release all tables for the buffet, and take turns so someone is always available.

## ALCOHOL

Drinking on the job is not permitted. Every venue has their specific set of rules and if we are caught violating their rules, we may not be allowed back. Drinking on the job and/or found to be intoxicated at a wedding, will result in immediate termination and you will be sent home without pay. It does not matter if the bride, vendor, or family tells you it is okay to drink - politely decline.

## SICK DAYS/NON-PERFORMANCE

***The day that we do not show up to a wedding is the day our career is over.*** We understand emergencies happen, but please do what you can to have yourself replaced on the day of. You will be held liable - we have a two strike policy if you are not able to show up or replace yourself.

We require when you show up that you give 100% and if you are unable to give even 75%, you must have your shift replaced by somebody who is capable of executing in your place. If you do show up and are unable to at least fake 100%, you will be sent home with potential for termination. Again, it is YOUR responsibility to get your meeting/call/wedding covered by someone else on the team and your responsibility to inform the client of any changes. If you are unable to get coverage, please contact Ashley or Amanda. *Remember: weddings are a once in a lifetime experience for most.*

## AVAILABILITY/TIME OFF

We ask that you open your availability for events Thursday-Sunday. We also have weekday weddings, walkthroughs, and other appointments. You will see a schedule of the weddings beforehand and we will make sure that you are available before you are scheduled to work a wedding. You can take off as much time as you want, but please send the time off requests by email, in writing at least 3 weeks prior to [amanda@ashleynicoleaffair.com](mailto:amanda@ashleynicoleaffair.com). There is no PTO. Amanda will do the schedule three months in advance, although it is subject to change so please continue to check. All weddings are visible on our Google calendar that you will be added to.

## ATTITUDE

***Leave your personal life at the door.*** Life is not easy and we take the adversities we all face very seriously. However, rarely are personal matters an excuse for subpar performance or inconsiderate/disrespectful treatment of co-workers, clients, and/or guests. Embrace differences in personality and pace. Everyone has different strengths, weaknesses, and pet peeves. Everyone has varying methods of learning, working and communicating; do your best to understand this for our guests and co-workers so that everyone feels welcome and secure.

When conflict arises, do your absolute best to face the situation with maturity and sensitivity. Always try to de-escalate negative experiences with clients or vendors by offering kindness and empathy. If you feel that a client, guest, or vendor is being unreasonable, do your best to

compromise and/or find a solution. If you are unable to, please find someone in a higher position with Ashley Nicole Affair or the venue management on site.

Should you ever experience any combative, argumentative, aggressive and/or intoxicated behaviors, please stand your ground and manage the situation with strength and tact, or calmly and politely remove yourself from any instance that you feel unsafe. We will always have your back when a guest or client has crossed personal boundaries, but please have enough patience to walk away.

## VENDOR RELATIONSHIPS

We pride ourselves on the relationships that we create in the industry. **Introduce yourself to every vendor.** Please be mindful of every vendor and how they operate. Our goal is to work together with new vendors at every wedding as a team and we want them to remember us. ALWAYS make sure that every vendor is ready and prepared for each event in the timeline.

For example, before the ceremony make sure that the DJ is ready to be cued, the photographer and videographer are ready, etc.

Make sure that between dances, toasts, etc. the photographers/videographers do not need to change lenses, lighting, and so on. Try to stay out of the background of photos the best you can! We want pictures of the wedding, things happening at the wedding, but be considerate when it comes to being in the way or ask the photographers if you can sneak in during the ceremony for pictures.

## TABC

All employees for Ashley Nicole Affair should be TABC certified. You will not be required to bartend or serve guests, but we do want you to be able to get the bride and groom drinks. If you are not TABC certified, please do not have more than two drinks in your hand at a time per TABC law.

## SOCIAL MEDIA

When posting anything Ashley Nicole Affair related on social media, ensure that it is presented in a positive and professional manner. There will be designated people for social media so we avoid everyone on their phone at the same time and the stories we post remain cohesive. We encourage you to practice your stories on your personal instagram and bring new tips, tricks, and trends to each wedding story. We want to increase our presence on social media, so PLEASE give us your input and help promote us and your job on social media.

## EMERGENCY KITS

You will need to prepare an emergency kit. You will bring this to every single wedding and we encourage you to continually add to it. The best things to start with are: pens, safety pins, bobby pins, Advil or Tylenol, bandaids, chalk pen, long lighters, tampons, floral wire, zip ties, tape, etc. As you get more comfortable at weddings you can start adding things like disposable cake serving sets, table number stands, reserved signs, etc.

*Note: Be cautious with tapes and pins, most venues do not allow pins or tape in the walls or on the floor.*

## **COMMUNICATION**

### **Team**

We communicate through Slack and text. Each wedding has a Slack channel you are added to, and the Google document is bookmarked to the channel. In each channel will be Ashley and the leads assigned to the wedding, and Liz (who runs our social media) is added on wedding day. On wedding day, ALL pictures of the wedding that you take will need to be uploaded to the Slack channel. There are also other slack channels for various things, you can also direct message each team member.

### **Wedding day**

Please feel free to use text, phone, or Slack. We are working on finding the best possible radios. Apple watches are great for wedding day to receive notifications on the go!

### **Clients**

If you are assigned lead on a wedding, please feel free to communicate with clients through a group text with your assist(s), and you are also welcome to add Ashley. This also goes for email as well. If you are an assist, you will likely be added to a group text with the bride the week of their wedding.

### **Google Doc**

Your client will mainly work out of the Google document that is created for their wedding day. This document is created *immediately* after they book, so if you do not have access, ask Ashley or Amanda to add you.

### **Portal**

Clients also have access to their Dubsado portal that contains forms, timelines, checklists, invoices, contracts, etc. All of the forms that are filled out pertaining to wedding day (final walkthrough, ceremony, timeline, etc.) will be transferred over to the Google document by Liz. If you are the lead on the wedding, you can also take initiative and do this if you see your client is filling them out as they go and saving it as a draft. Assists likely will not interact with the portal.

### **AWPA**

We are in AWPAA, which is the Associated Wedding Planners of Austin. You are welcome to also join AWPAA! There are meetings every Tuesday of the month for members and non-members. There is a fee to join and then you pay per meeting. They also do vendor mixers, have special Facebook groups to communicate with other planners and vendors, and have a big party every year. This group is based on integrity, loyalty, and community. If we are EVER in a bind and can't show up to any part of a wedding, we can always ask another planning company in AWPAA to help out. This is a great way to make friends with other planners in the industry! We believe in community over competition.

## Pay Scale & Positions

Everyone is a contracted employee with Ashley Nicole Affair. You are a variable hour employee and you are not guaranteed every wedding that is booked.

### W-2

All employees will be paid through a W-2. Payroll hours are due biweekly via your personal payroll Google document. You are responsible for submitting your own hours in your Google document to Amanda by the Sunday night before payroll. Sunday weddings can be put on the document for that pay cycle on Monday, or the next cycle.

### Internships

Interns start to gain the experience necessary to become a wedding coordinator/planner, while still in college. They will be compensated \$75 per wedding and \$35 per rehearsal or walkthrough, and will be included in gratuity disbursement if the client provides. If you are an intern, we want to provide the opportunity for you to work with us, so be sure to over achieve and demonstrate the skills and dedication you could add to our team.

### Training

When you are training you will be added to phone calls, attending walkthroughs, rehearsals, and shadowing one of our team members on wedding days. It is your job to take initiative and training will last as long as necessary, depending on your performance. This would be the next step for an intern, but it would likely be shorter lived, and based on performance. Trainees are paid \$20/hour.

### Assist Coordinator

When you are a coordinator at a wedding there is no hierarchy. We will work together as a team to execute the event. Please note that there are certain things people like doing, so we encourage you to work together and support one another. For example, if somebody feels like they can take initiative more with manual labor, floral decor, or sparkler exits, please work together to make sure we are one happy team pulling equal weight during a wedding. Assists on wedding days are paid \$25/hour.

### Lead

When you are promoted to a lead, you will be in charge of your own weddings starting from the final walkthrough. You will run the final walkthrough, the final call, rehearsal, and be the main contact both leading up to and on wedding day. You will be assigned weddings by

Amanda and introduced to the couple. You can communicate with just the couple or you can CC Ashley on any text or email conversations, as you get comfortable in this role. Ashley Nicole Affair reserves the right to groom certain coordinators for certain venues based on connections, experience, and performance. Leads are paid \$30/hour.

## Commission

Having your own weddings will be a commission based role. You will start with the couple from the moment of booking. You will offer your client unlimited communication by email or text and be the main point of contact throughout the whole process. You can also CC Ashley on emails or texts as you get comfortable in your new role. If you know who your assist will be, the assist will also need to be included on communication. **YOU or your assist must attend the final walkthrough, final call, rehearsal, and wedding day.** You will pay your assist out of your commissioned pay for their hours on wedding day, and any additional meetings they may cover if you are unable to attend. Commission starts at 30% of the package price.

## Rentals

If you have a commission or lead wedding, it is your responsibility to pick up any rentals from Ashley the week before and return after the wedding. You will coordinate with Ashley. We ask our clients to put the rental requests on the front page of the Google document. After your final call, on the week of the wedding, please send the final order to Ashley so she can invoice (if not with partial/full service where it is included.)

# Schedule

## WEDDING SCHEDULE

It is very important to understand our roles and who will be conducting the rehearsals, so please double check this resource if you need any information on the date, venue, or position you are working. It is your responsibility to show up to the venue on the date of the wedding. Please Google the address ahead of time. Most likely, the time of your arrival will be decided the week of the wedding, at the rehearsal, or at the final walkthrough. Please ensure if you want to work a wedding that your availability is open for the WHOLE day because some weddings take place during brunch, earlier if they are in a church, or later based on the venue's requirements.

## **LINKS**

### Schedule

<https://docs.google.com/spreadsheets/d/1k3PwVbipprejPXfTqThUILQQ2LMPnbUzcD3ayy8sMWI/edit#gid=0>

### Google docs

<https://docs.google.com/document/u/0/?tgif=d>

### Portal

<https://portal.ashleynicoleaffair.com/public/client/portal/5aecad7ee223e007dfec8832>

### Employee resources (PW: lovelove)

<http://www.ashleynicoleaffair.com/employees.htm>

### Review platforms

**GOOGLE:** <https://www.google.com/maps/place//data=!4m2!3m1!1s0x865b57792d8b068b:0x10e0b6a01f1e29b8?source=g.page.share>

**THE KNOT:** <https://www.theknot.com/review-wedding-vendors/980261>

**WEDDING WIRE:** <https://www.weddingwire.com/biz/ashley-nicole-affair-austin/31c041a45c92b82b.html>

## Prospective Client Process

- Inquiry: Ashley
- Consultation: Ashley
- Contract/invoice: Ashley
- Potential meeting: If lead or commission, transfer to employee
- Google document/activate Dubsado portal: Employee
- Unlimited communication: Employee (+ Ashley, optional)
- Final walkthrough: 8 weeks prior to day, detailed meeting finalizing timeline & layout
- Final phone call: Week before, finalizing timeline
- Rehearsal: Day before wedding or day-of
- Wedding day: Unlimited # of hours, two coordinators minimum (+ intern)

## Important Contacts

- Ashley, Owner: 512.333.2020
- Liz, assistant: 704.746.4543

### Planners:

- Jessica: 303.912.9965
- Amanda: 262.409.5906
- Bridgette: 409.939.4747
- Jamie: 210.393.5718
- Beth: 303.748.6688
- Weslyn: 806.570.1957
- Emily R: 713.818.6709
- Rachel: 806.392.3732

*Ashley's husband who does a lot of the photography for weddings:*

- John 512.994.5046

# Run of Show on Wedding Days

## Wake Up, Phone On!

Your phone needs to be on at all times on wedding day in case vendors need to communicate any information or have questions prior to your arrival.

## Arrival

You will arrive a minimum of three hours before ceremony time. This will be discussed with your client and lead. Late arrivals will not be tolerated. Please give yourself enough time to get to the venue including traffic. If you are late more than two times, a written warning will be issued. Arrive with your emergency kit and five printed timelines for the vendors - hand them out before the event starts. As soon as you arrive, check in with the client and let them know you are there and see if they need anything. If they don't, immediately begin set up.

## Set up

Please allow yourself enough time to set up every part of the wedding. You will start with areas as they occur in order of the timeline: ceremony site, cocktail hour, then reception site. From the final call with your bride and rehearsal, you should have a pretty good idea where everything goes based on the room layout. If you are not sure where something goes, ask the client or improvise.

Please distribute bouquets to bridesmaids and pin the boutonnieres on the groomsmen! Check if the bride needs assistance with her veil.

## Photos

We encourage photos throughout each wedding! Please use your phone camera after set up to take photos for Instagram and to send to the client at the end of the night, or the next day.

*\*At the start of the wedding, remain in communication AT ALL TIMES with the DJ, photographer, videographer, etc. If we start something without them and are not on the same page, they could miss a photo. This is where you really need to shine!\**

## Ceremony

Communicate the plan with the officiant beforehand. Encourage everyone to line up in order about 5 minutes before the ceremony starts. One coordinator should be cueing people from the front of the line and one coordinator should be with the bride. When the bride walks down the aisle, make sure you fan her dress and/or train out and she has her bouquet.

## During ceremony

You are welcome to watch, take pictures, or continue setting up for cocktail hour and/or reception. This is a good time to grab a snack if the cocktail hour appetizers are available. WE ALWAYS GRAB THE BRIDE AND GROOM THEIR DRINK OF CHOICE to give to them immediately after the recessional.

## Cocktail hour

This is probably when you will have the most down time. Get a cocktail ready for the bride and groom and a plate of appetizers for them during photos. Be prepared if you have to help wrangle wedding party and/or family for photos.

### Reception start

You may need to help corral the guests, with the DJ.

Have everyone find their seat and move inside 5-10 minutes before the reception start time. Try to make sure there aren't too many people at the bar since they will go into wedding party introductions and possibly the Bride and Groom's first dance.

Coordinate with catering that we are on schedule for dinner and who will plate bride/groom.

### Introductions

At this time, when they are being introduced you are responsible for working with the DJ, opening/closing doors, and telling the wedding party where to stand and what to expect next. When the bride and groom are introduced, usually there is the first dance, blessing, then dinner.

You will let the bride and groom know that they can have a seat and drinks/dinner will be served.

### Dinner

Usually, we are responsible for releasing tables if there is a buffet. The order is determined by the bride/groom during the final call. Always make sure it is wedding party, family, and then the order of tables provided by the client. After the wedding party and family eats, release the vendors to eat. One coordinator can eat at this time, or you both can wait to eat later.

Bus bride/groom plates when they're done before toasts. No one likes food in photos!

### Run Toasts

Find the order ahead of time and let each person know who is up. You may need to check with the photographer where they will stand and hand the microphone to each toaster.

**Dances: Father/daughter, mother/son, anniversary, dollar dance, wedding march, etc.**

Coordinate who goes first and let the next couple know who is up next.

### Dance Floor Opens

Use this down time to take a break, upload photos to Slack, and overall make sure everything is going smoothly. You are welcome to sit and relax, just be aware of your surroundings and that the client may still need you.

### Cake Cutting

Again, communicate with the couple and the other vendors. You will walk them through HOW to cut the cake for the first time. Then tell them to wait a moment for you to step out of the way of pictures. Have catering cut the cake in the kitchen, out of the view of guests, and ***make sure we know if the top is being saved or not!***

## **Bouquet Toss**

Find the best place for this with the photographer.

## **Garter Toss**

Make sure the chair is faced away from the guests, so they don't see up her dress.

## **Down Time**

Closer to the last hour, if the couple does not mind you can start breaking things down like candles that have burned out, the cards/gifts, etc. Use your discretion. We don't want to look like we are kicking people out, but we want to be efficient with the one hour breakdown time. Find out who's car the leftover food, alcohol, decor, etc. is going in. Get the keys and move the car to be loaded. Empty boxes and organize everything for an efficient breakdown plan.

## **Prepare for Exit**

Make SURE the DJ knows when to play the last song, the bar closes, and prepare the guests for the exit. If there are sparklers, have somebody hand them out and have somebody line guests up. Let the bride and groom know that they can hang back until we are ready for them. Lately, couples are doing a private dance when all of the guests leave. MAKE SURE the reception ends at the time on the document. If we do not end the party on time, we could be fined for noise ordinances or money could be taken out of their deposit if we are not cleaned up and out in time.

## **Breakdown**

You need a plan ahead and this MUST be done in one hour. Cell phones should *never* be out during this time. Please check out with the venue manager before leaving, if they require it. Remember a band stage and breakdown may take up to 90 minutes.

# My Agreement

My signature below indicates that I have received a copy of Ashley Nicole Affair's employee handbook.

I understand that this manual contains information regarding the company's rules, regulations and benefits which affect me as an employee.

I acknowledge that I have read, understood, and will abide by all company policies.

I also understand that the company may revise, supplement or rescind policies, procedures or benefits described in the manual, with or without notice.

**Printed Name:**

**Signature:**

**Date:**