

## Small Business Owners Join Forces During Tough Economic Times

*Adrienne Lupo Kloock, owner of Embellished Events, coordinated a networking event for local vendors in the wedding & event planning industry to discuss ways of capturing business together.*

Nashville, TN ([BizHWY](#)) August 7, 2009 - Nashville, TN - Despite economic conditions, people are still getting married and throwing parties, but now more than ever they are looking for cost-effective ways to do so without breaking the bank. Adrienne Lupo Kloock, an independent wedding and event planner and owner of Embellished Events, designed her business model to meet the needs of individuals who are planning a wedding, party or fundraising event but have a limited budget to work with.

As a small business owner looking for creative ways to grow her business, Kloock decided to assemble a select group of vendors in the industry for a night of networking at Take Arts (formerly Take 121 Arts). "Being new to the industry, one of my goals has been to align myself with small, locally owned, independent vendors who are close the products and service they offer and are a good value at many price levels, from entry level to high end," says Kloock.

Snap Happy Photos, Nashville Events Lighting, 2Duce2 Videography and Viva Valet were just a few of the vendors that came out for the event to network with business owners like Kloock, who share a passion for parties and believe that it's not about high-cost or low-cost, but "good cost" for the level of service and experience they can provide.

"It makes my job easier when working with a client to be able to offer a list of preferred vendors that can meet budget demands and provide excellent service. This event brought out a great mix of quality vendors who will be at the top of my list, and of course, I hope to earn a spot at the top of theirs when recommending a wedding or event planner", says Kloock.

The event was a success for everyone involved, including Chad Hollingsworth, owner of Take Arts who agreed to host the event at his 4,000 sq. ft gallery. "Having just moved to South Nashville, this was a great opportunity for people to see our new location, while enjoying a glass of wine and exploring our collections."

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