

SU-V EXPRESSIONS

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Couples trust Sue to take their initial ideas and bring them to life with vibrant florals and accenting colors placed strategically throughout the wedding from the stanchions and bouquets to the wedding cake and napkin fold.



owner / floral designer : Sue Tabbal Yamaguchi

Tell us your game plan for 2008. "I want to focus on the individual bride more in 2008. Instead of having the bride see my portfolio and select a wedding design she likes, I want to work one-on-one with her to add more personalization in her florals. Focusing on detail, working closely with my brides and continuing to offer a high level of customer service are all in my game plan for the next year." **What sets your company apart?** "Brides are shocked when they hear that I pride myself on being extremely budget conscious. I ask the brides up front what they want and what their budget is and do everything I can to stay within. I never charge for delivery service and work with the existing ceremony flowers by incorporating them into the reception to help cut costs. I was a bride once and remember feeling so wasteful once the wedding was over. I want my brides to have the BEST day ever and not stress over their budgets. I try to do my part to help them out as much as possible." **What challenges has your company overcome?** "Answering my emails! The most difficult task of being a small business owner is juggling the business aspect,



Stylish, memorable designs by Sue

photos: Eugene Kam

design aspect and Mommy aspects in life! When I'm at the shop during the day, I'm designing away... When I'm at a wedding, I'm setting up all day... When I get home, I'm spending time with my family... So answering my emails normally happens after ten at night when my kids are finally in bed. I'm working on a system to be more on top of my correspondence. Mark that as my game plan for 2008, too!"

Movies

The Wedding Planner
My Best Friend's Wedding
Serendipity, Grease

Reads

Love to read books
and magazines with
flowers/weddings

Music

Pop, rock,
Hawaiian, classical

Television

Friends
Will and Grace
American Idol
- I always vote!

Travel

Maui... my favorite getaway

Interests

Major UH football fan!
Go Warriors!
Window shopping

Affiliations

Actively involved in
my kids' PTA