

Brackenridge House
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pervasive as it is

"Everybody puts money into their Web site," says Ruckman. "You want to be in as many search engines as possible, like beandbreakfastonline and Tripadvisor."

But don't discount word of mouth.

"Your best advertising is when someone goes home and says, 'I had a wonderful time at that place,'" Blansett says.

Ruckman agrees. One of his customers, David Smith, has referred business travelers to Ruckman Haus. Smith, who owns his own company, is a subcontractor for Booz Allen Hamilton. He's referred Booz Allen employees to the B&B.

"It's good for me because I travel three to four weeks per month," Smith says.

See B&B, Page 33



COURTESY OF BRACKENRIDGE HC

Bennie and Sue Blansett run the Brackenridge House Bed and Breakfast.

San Antonio Event Planners

Published November 3, 2006

Ranked by number of events planned and held in 2005

Rank	Company name Address Phone, Fax (Year est. locally)	No. of events planned & held in 2005	2005 Gross revs. from event planning	Total no. of staff/ No. of event staff	Primary services offered	Top 1 or 2 clients	% of events: Business/ Private events	Local Managing Officer
1	Leave It To Us Inc. 2455 Celebration, 78261 830-980-4445, 830-980-4553 (1982)	282	DND	40 4	Complete event planning, catering, decorating	DND	40 60	Denise Goral
2	The CE Group: Communications and Events 120 Austin Highway, Suite 105, 78249 822-5001, 822-7723 (DND)	225	DND	30 12	Event management, production management, event marketing, public relations, destination management	H-E-B 100th Anniversary, Fiesta	100 0	Janet Holliday & Lainey Berkus
3	Best of Texas Special Events Inc. 401 Stafford, 78208 354-1257, 354-1277 (1989)	200	DND	DND DND	Large special events for corporate, convention and military events, charters, security	Randolph Air Force Base, H-E-B	100 0	Heidi Mummau
4	Creative Concepts Artwork 7429 Sage Oak, 78233 657-6452, 657-4098 (DND)	120	\$51,000	DND DND	Caricature drawings, face painting, balloon twisting	Ancira Sports Park, Rio Cibolo Ranch	85 15	Marsha Hendricks
5	Outside the Box Event Productions 21702 Hardy Oak, 78232 481-1200, 481-0539 (2001)	61	DND	5 5	Full service event planning including public relations and advertising	Toyota, Radiology Associates of San Antonio	85 15	Wendy Welsh
6	GSI 11327 Cache Path, 78245 410-4746, DND (2001)	40	120,000	2 1	Event production, marketing communications	DND	40 60	Matthew Gonzalez
7	I Do Wedding Consulting 12274 Bandera, Suite 228, 78023 824-3300, 824-3372 (1989)	35	DND	4 4	Wedding planning, consulting, coordinating	DND	0 100	Diana Boucher
8	Event Creations LLC 13811 Little Leaf, 78247 204-3709, 490-7112 (2005)	11	26,000	3 3	Corporate event management and services, small business, retail and personal celebratory events	Mattress Firm, Eye Deal Vision	80 20	Debbie Klatt

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