

James Robert (Rob) Schaefer

Growing up on a farm, Rob Schaefer was considered a "creative" child. He was fascinated by parties and would sit in his attic room and play with his mother's evening clothes and wear his father's old tuxedo like a penguin. Later when his little sister was born, he confiscated her Easy Bake Oven and threw lavish pretend parties with ginger ale martinis much to horror of his farmer father. He was chairman of the prom decorating committee and a leader in planning homecoming floats and when it was time to go to college, he realized that he would have to work full time and put himself through school. He applied for a sales position in the tuxedo department of a local Bridal Salon and soon afterward found himself selling wedding gowns, invitations, and making flower arrangements. He worked Tuesdays and Thursdays, evenings and weekends and graduated 5 years later with hundreds of weddings under his belt. Thus was born...the Wedding Planner.

From helping childhood friends get down the aisle on a \$100 budget, to award winning weddings at a cost of over \$100,000, St. Louis Bride Magazine wrote "No other name is as synonymous with fairytale weddings than Rob Schaefer". Since 1986, Rob Schaefer has assisted with over 1,000 weddings in his over 25 year career in the wedding industry. In 2003 Rob contracted chicken pox as an adult and it left him paralyzed on his left side. Despite a negative prognosis, he has recovered full mobility and 85 % of his facial movement. Working with couples of all budgets and from every part of the world, he tries to discover what is important to a couple and what special touches he can use to make their wedding unique and magical. From finding the South African liquor made from the tribal marriage tree for his Johannesburg couple to calling Paris, France and having sugar cut diamonds sent in for a Tiffany themed party, Rob goes the EXTRA mile. He is beloved by his clients and respected by his peers. Rob has devoted his life to creating beautiful weddings and believes that all events and people have the potential to be beautiful. Speaker, Writer, Artist, and Designer, Rob Schaefer is a St. Louis special event icon.

James Robert (Rob) Schaefer

- Vice President of Catering and Global Design Development for Steven Becker Fine Dining
- Inaugural Inductee St. Louis Wedding Professional Hall of Fame
- Board President - St. Louis Bridal Professionals
- Founding Board Member and Event Chair for the St. Louis Chapter of Wish Upon a Wedding
- Featured Columnist for Missouri Meetings and Events Magazine
- Certified Wedding and Event Planner – NBS
- Nationally Recognized NACE Award Nominee
- Food Service Magazine National Award Recipient
- Keynote and Seminar Speaker for ISES, NACE, and Neiman Marcus
- Gown Stylist St. Louis Bride Magazine Spring 2009
- Vital Voice Magazine Cover Stylist - November 2010
- Among ALIVE Magazine's Top 20 Sexy and Successful St. Louis Young Professionals 2006-2007
- Featured in ALIVE Magazine, St. Louis Magazine, St. Louis Magazine At Home, Sauce Magazine, St. Louis Bride Magazine, Missouri Meetings and Events Magazine, The Jewish Light Magazine, Seasons Magazine, Ladue News, St. Louis Post-Dispatch, The St. Louis Business Journal, Southern Bride Magazine, Modern Bride Magazine, Vital Voice Magazine, Coastal Living Magazine and seen on Show Me St. Louis, News Channel 4 and 5 and The Discovery Channel.