

# Don't Waste Good Taste

By Melissa Hamilton, Founder



**Y**ou purchased a variety of specialty items, including elegant décor, for your big event and now that the beautiful day has passed, what do you do with all of them? You don't want to just throw them away. You know that they could be put to good use but by whom? This is where After My Event comes in. We are an online marketplace for reselling event goods within your local community. We offer an online platform to purchase and sell discounted event items. Our slogan is, "Don't waste good taste!" For example, we recently resold 100 parasols to a bride with an upcoming wedding.

The idea for this business first surfaced after my large wedding in 2014. I purchased so many items for my wedding including parasols, blankets, and antique decorations to make the day unique and beautiful. However, I didn't know what to do with all the items after my big day. I struggled to find a website specifically for weddings and events and ended up being stuck with many of the goods afterward.

Soon after getting married, I became a mother to two amazing boys and an active volunteer in my community. I found myself still hosting many elaborate celebrations including school fundraisers, baby showers, and non-profit events. Again, I saw a need to create a website where I could sell and pass on the stylish decor to another host.



This past summer, I dreamt that I started this business idea! The next morning, with the dream foremost in my mind and feeling the influence of my father's entrepreneurial spirit, I knew what I was going to do. At breakfast with my husband and two close friends, I announced that I wanted to make this dream come to fruition. Inspired by my family, I began my journey.

I am truly enjoying learning about how to start a business. It has been a steep learning curve, but an exciting one. I have a background in marketing and it is great to dust off my marketing hat again. I am a novice in social media, but I have quickly learned that I need to become more comfortable with all marketing channels. My friends are still giving me tips on how to improve my social media presence and I refuse to give up and enjoy the challenge.

I am following the top Bay Area event planners on Instagram right now and my work day gets fun when I get to take a break and drool over the lavish weddings posted by the planners. Oh, how I wish I could be a guest at some of these weddings.

I am proud to have launched the website, [aftermyevent.com](http://aftermyevent.com), in January of this year. We are grounded in the philosophy of promoting sustainability and reducing event costs. Like most parents, I love my children immensely and I often worry about the world we will leave behind for them. I'm concerned about garbage patches in the ocean, overflowing landfills, and the impact of carbon emissions on our planet. Thousands of dollars are poured into luxury events including weddings

and large corporate events to make the day unique and picture-perfect.

However, often times the decor is thrown into the garbage the very next day. We believe you can love parties and the planet.

When I am not working, I enjoy spending time with my family; my husband, Sam, and my sons, Carter (8) and Nathan (6). We also have a fur daughter named Gwen (3). She is our labradoodle who loves to chase the boys around the house. My husband is a jack of all trades. You can find him fixing something in my house, golfing, fishing, wearing a business suit, or wearing a wet suit. You just never know which version you will see and I love that about him. He is my best friend and supporter of all my crazy ideas.



Like my husband wearing different suits, I alternate between my "After the Event" hat and my "mom" hat. While they each qualify as full-time jobs on their own, I wouldn't have it any other way. I have learned so much from starting the business and look forward to an eventful future. ■

**Don't Waste Good Taste!**  
*Resell your Event Goods Online.*



Decorations  
Home Goods  
Linens/Table Runners  
Themed Disposables  
Kitchenware



Lighting  
Wedding Dresses  
Bridal Accessories  
Guest Accessories  
Furniture

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