

Daily Inspiration: Meet Lydia Krasner



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Today we'd like to introduce you to Lydia Krasner.

Hi Lydia, we'd love for you to start by introducing yourself.

We specialize in Design, Production and Decor. My degrees are in Photography and Art Education. About a year after I got married 27 years ago, I was working as an art teacher at a synagogue and the executive director asked me to "make the room pretty" for the annual fundraiser. I agreed and took on the challenge. I was class president in high school and put on the prom, among other events, as well as in college, I worked at Nordstrom and put on several fashion shows.

I also have a background in theater and I contacted friends to help me by doing sets, props, backdrops and lighting. As a result, they had a successful event and asked me to do it again the following year. "And buy the way, Mrs. Levin is having a Bat Mitzvah and she needs your help." It was like a lightbulb went off in my head! There were so many wedding planners, but who is helping these folks plan Bar and Bat Mitzvahs? So my name started to get passed around and a business was born! In a typical year, we execute 35-45 events and specialize in Jewish events, but also do weddings, corporate and a handful of others.

Can you talk to us a bit about the challenges and lessons you've learned along the way. Looking back would you say it's been easy or smooth in retrospect?

The road wasn't always smooth. I had twins in 1999 and it was rough to get off the ground while taking care of two babies, but as they grew and went to school, my business grew and I had more time to balance both my family and my company. The stock market crash in 2008 and Covid in 2020 both made my business take a nosedive, but the recovery is grand when people are excited to party again!

Can you tell our readers more about what you do and what you think sets you apart from others?

There are many planners, but I am known for my creative approach, with my background being in art and theater. When I was in college at SDSU, there was no hospitality management program. I learned by "doing." My clients say that I anticipate situations before they happen and take care of the issues before they escalate. We are known for the branding of the event, creating fun environments, and are very detail-oriented. My tagline, "Love is in the details," has been near and dear to my heart. It's the "little things" people remember, like when we decorate the restrooms at the event or create an exit experience like a hot pretzel truck outside in the valet as guests wait for their car.

I am known as the "Mitzvah Lady" and do more Bar and Bat Mitzvahs than any other type of event. I am definitely most proud of my reputation. I work hard for every client and dedicate myself to their event. It is a privilege and a huge responsibility to be asked to be a part of these lifecycle events. We plan sometimes for a year or more and the party is over in just a few hours. There is no room for mistakes and we do our best to stay on top of all aspects so the event is seamless.

We all have a different way of looking at and defining success. How do you define success?

Success is a happy client that has been able to be emotionally present for their event and enjoy each moment. How many times in your life do you get everyone you love in the same room? And because it is over in 4 hours, they have limited time to really have all those conversations with friends and family. The last thing they need is to worry if table six needs another chair or the bar ran out of vodka! When the client tells me they had the best day of their life, that is success!

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