

Joe Cornell Entertainment sets an event-planning trade show.

Many people aren't sure how to mark good times in creative and affordable ways -- which is why the Joe Cornell Expo is happening at just the right time this fall.

"This is the seventh year we've hosted an annual party planning trade show and I think it's more important today than ever to consider all the options before making a party," says Steve Jasgur, president of Joe Cornell Entertainment, Southfield.

"We will offer participants tons of party-planning tips with a budget in mind. In fact, you can do-it-yourself with some careful decision-making and creative planning and have a spectacular event without breaking the bank."

The Joe Cornell Expo brings together everything and everyone needed to plan a great party: photographers, entertainers, invitations, florists, decorators, gift-makers, hotels, caterers, cakes, valet services, bands, DJs and more. The event showcases more than 60 of Metro Detroit's best party-planning vendors. The Joe Cornell Party Planning EXPO will take place 11 a.m.-3 p.m. Sunday, Oct. 11, at the Jewish Community Center, 6600 W. Maple, West Bloomfield. There is no admission charge. Prospective vendors should call (248) 356-6000.

"With a little creativity and elbow grease, you can have a great celebration," says Becca Schlusel, Joe Cornell vice president. "When I was a kid, my parents and their friends worked together to create truly smashing celebrations. That's our mission today: to work with families so that they can have the event of their dreams without cringing as they write the checks."

At the expo, Jasgur and Schlusel will offer party-planning pointers. Joe Cornell Entertainment is owned by the sister-brother team of Schlusel and Jasgur, both of whom began working with the company's namesake when they were teens. They serve as emcees, entertainers and dance instructors upon request.