

DJN ePaper

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Metro Detroit's b'nai mitzvah mainstay, Joe Cornell Entertainment, has always done weddings. Now, they're making it official.

Joe Cornell Weddings, an energetic startup, provides for weddings the same dedicated, focused direction exhibited by its emcees and DJs at bar and bat mitzvahs plus a classy leadership style that facilitates a great party and shines the focus on brides and grooms.

"Today's brides and grooms are yesterday's Joe Cornell mitzvah celebrants," says company president Steve Jasgur. "We build a relationship with local families and help them celebrate all the great milestones in their lives through the years. We are honored to be called on again and again to facilitate so many special personal occasions."

Joe Cornell Weddings is part of a transition afoot in the world of Jewish weddings, in which DJs are replacing bands. In today's economy, brides and grooms are choosing DJs more because they know they'll get quality and fun without breaking the bank. The affordable DJ-emcee combination — with today's technology offering thousands upon thousands of moment-perfect tunes — fits with today's wedding budgets without having to sacrifice style or elegance.

Ken Korotkin of Bloomfield Hills included Joe Cornell in his daughter's wedding celebration and was pleased with the result. "Joe Cornell was amazing and added life to a great wedding," he says. "They played all the music my daughter and son-in-law wanted. We danced 'til dawn."

Joe Cornell Entertainment was created in the 1950s to teach tweens and teens popular dance steps. Over the



Rebecca Schlüssel and Steve Jasgur

years, the company grew to become one of Metro Detroit's award-winning entertainment companies, offering DJs, lighting and event coordination for a variety of occasions.

Sister-brother team Rebecca Schlüssel and Steve Jasgur have owned Joe Cornell since the early 1990s. Although customers call for entertainment, Schlüssel ends up guiding them through the entire process of event-planning — without charge.

"Joe Cornell Entertainment has been celebrating occasions with Michigan families for more than half a century," says Jasgur. "One of our signature talents is being able to excite guests of all ages, get them on the dance floor and keep the spirit and energy of a party going strong. We are delighted to focus our experience and our talent on the wedding scene and offer brides and grooms affordable entertainment." □