



My Laguna Hills

Carine Nadel and her community spotlights

Ever After Can Be Quite a Celebration

Posted 8/26/2011 2:38 PM PDT

At some point-we all will grieve over someone close and plan their funeral. Patrice Goldberg was there. Within a week, Goldberg lost both her step-father and her grandmother. This is how the 20 year veteran of interior design/ marketing re-invented herself in Laguna Hills with Ever After Celebrations which helps families “to create tributes to those lost loved ones.”

Talking with her mother, Goldberg realized that here was the “strong one” of the family who was scrambling to host the event and hold “it” together. “It was very hard. This wasn’t only a funeral, but a family reunion. During it all we kept saying-someone should be a funeral planner. We’d laugh, but it did get me to thinking that this really could be a way for me to put all of my skills together by creating a business that would help so many people.” Said Goldberg.

She started doing research and found that the general feeling was that this was a great idea that would be very welcome. The next step was to get licensed to work in a funeral home to see how things actually worked. After 6 months she found that while the mortuaries were caring, they weren’t particularly progressive in their thinking.

According to Goldberg, many of them were unaccustomed to doing things that were outside of the box. Not that they wouldn’t do it, but didn’t think to suggest anything to those who were grieving. “Baby Boomers are all about breaking tradition. They want to give their relatives a funeral that befits their personalities, but they don’t necessarily want to do things in the usual way. I’ve helped families have services on golf courses, a mountain lake and other out-of-the-ordinary spots because it meant something to the person who had passed.



Cecile Petrak and Jacques Arian share a laugh over their loved one’s antics.

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“The most important thing I do is give my client permission to customize this celebration and present options that will be meaningful, fit their budget and make it as easy as possible. I’ve done events for as few as 10 people on up to a thousand.” says Goldberg. Ever After Celebrations officially began in August, 2010. Most of the celebrations are booked by word of mouth, but many of the counties cremation societies, the American Cancer Society, area churches and synagogues are also seeing that Goldberg can help navigate families through these sensitive times. Besides planning funerals, Goldberg is also available for other milestones.

“What I feel is that this is a family reunion with one important person missing. But no matter what the size, what the theme or place is-they should do this for their loved one. It provides everyone a chance to say good-bye. Even a year later.

“One of my favorite stories is a client who lost her mother. They loved giving parties together. Because this was going to be the first time that she would be doing a party without her mom, she wasn’t sure she could get through it. She knew that her mother would love seeing the result and though it was hard, she was so happy we did this memorial for her mother together.” says Goldberg.



Mireille Waterman lovingly remembers her loved one in verse.

Ever After Celebrations is a passion for Patrice Goldberg, who says “you may not think so, but not getting everyone together creates a burden. There are no rules; you can break tradition and do what was requested. I help by doing the actual work so the family can be with each other.”

To learn more log onto: www.everaftercelebrations.com or call: **714/633-7054**.
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