



Samantha Diedrick Harris President & Owner

Samantha was born and raised in New York City and graduated from The Nightingale-Bamford School. After attending Washington College in Chestertown, Maryland for her freshman year, she graduated from Pine Manor College in Boston, Massachusetts with a B.A. in Management. Samantha worked in the Boston area for six years as Marketing and Event Manager for The Brew Moon Restaurant Group. In her final year in Boston, she worked as the Program Assistant for The Harvard Opinion Research Program at The Harvard School of Public Health.

Moving to Wilmington in 2000, Samantha worked for Secretariat, Limited for over two years, first as an Account Executive and moving up the ranks to Vice President. When the opportunity arose, following the lead of most of her family members who owned their own business, Samantha purchased Secretariat in 2002. She is the fourth woman to own Secretariat, which has been in business since 1948. Giving the company a much needed “face-lift”, Samantha changed the company name to Secretariat - Wedding & Event Planning, created a new logo and website, and along with its mainstay of wedding planning, began to focus the business on social events such as Bar and Bat Mitzvahs. Poised with over 25 years of event planning experience, Samantha and her staff have planned hundreds of events in the Delaware, Pennsylvania, Maryland, New York and New Jersey area, as well as in Massachusetts, Florida and Colorado.

Samantha has been a member of the Rotary International - Wilmington Chapter for 16 years, serving a two year term on the board of directors in 2008, and is very honored to be President for the 2017-2018 Rotary year. She is a member of The Forum of Executive Women - Delaware, recently serving on the board of directors for a third term. In 2012 she served her second term on the board as President of the organization during their 20th year celebration. She has also served on The Young Friends of the Brandywine Conservancy Committee, and in 2012, became a Founder of The Fund for Women. She is a past board member of The American Red Cross of the Delmarva Peninsula, and The Delaware Community Foundation’s Next Generation Board. In 2010, Samantha graduated from the Leadership Delaware Program, and then continued on as a member of the Advisory Board for two years. She assists with planning their annual graduation event.

In the December 2014 issue of Delaware Today Magazine, Samantha was honored as one of 36 “Women in Business” leaders in the state. Samantha is ordained as a Minister of the American Marriage Ministries and thus able to perform wedding ceremonies for clients. In May 2015, she became a certified yoga instructor after completing a 9 month 200 hour training program. She lives in Rockland with her husband Jack Harris.