

WIPATM

Wedding International Professionals Association

April 2019 Newsletter



Spring Has Sprung

Well it's official- spring has sprung! Wedding season is ramping up, and some of you may be in full gear already, but I hope you, like me, have been able to take some time and get out in the sunshine! It's planting season here in the Bay Area so I've been spending every free minute getting my garden ready for the year. We've had plenty of rain this season so hopefully the soil works wonders on my vegetable garden!

I am looking forward to heading out to Dallas at the end of the month to celebrate the launch of **WIPA Dallas** with the incomparable **Cindy Novotny**! Some of you may know that I am a die hard Texas Rangers fan, so Texas has always had a special place in my heart. In fact, my family and I go to Texas every summer for a week full of baseball, Whataburger, and Cracker Barrel! I can't wait to see WIPA Dallas plant its roots in the local wedding community and flourish!

I'd like to end this month with the wise words of Texas Rangers great, Nolan Ryan:
"Enjoying success requires the ability to adapt."



Kevin M. Dennis JWIC
2019 WIPA President



Using your Member Resources

Looking for inspiration, industry education and entertainment? Click on any of the chapter links on WIPA.org - scroll to the bottom of the page and view the creative offerings from WIPA meetings around the country in the Video Library.

Video Library

2019 Videos - Colorado Chapter	2018 Videos - Colorado Chapter	2017 Videos - Colorado Chapter
2016 Videos - Colorado Chapter	2015 Videos - Colorado Chapter	2014 Videos - Colorado Chapter
2013 Videos - Colorado Chapter	2012 Videos - Colorado Chapter	

Featuring speakers offering business advice and industry trends for the savvy entrepreneur, WIPA is the Voice of the Wedding Industry. Check out [Mindy Weiss](#) from the recent Las Vegas meeting or watch the video from [Michelle Walker](#) at the San Francisco Chapter meeting featuring Phontography.



WEBINAR SERIES



How to Hire a Million Dollar Salesperson

This, as you may know, can be easier said than done! Traditional recruitment and interview methods can work well in some cases, but we have all hired an individual this way and been utterly disappointed by the results. Do you have a good system for vetting candidates to fill an open sales position? Do you ask the right questions, interpret their potential, and know they will fit into your company culture before you offer them a position? In this seminar, learn key factors you can use to evaluate a potential candidate and increase your chances of making the perfect hire the first time. While there is no surefire way to ensure that your newly hired salesperson is going to be a winner, you will learn a series of recruiting techniques that will help immensely.

Meryl Snow
Snowstorm Solutions

Wednesday, May 1, 2019
2:00 PM - 3:00 PM Eastern Time

MEMBER ONLY EVENT

Future Webinars:

JUNE - 6/5/19
SEO Basics for Your Wedding Business
Sara Dunn of Sara Dunn SEO

MEMBERS ONLY

This is a “members only” resource so you must be logged in at WIPA.org with your personal username and password to access previous webinars. Also listed are the upcoming webinars scheduled for the first Wednesday of each month. So plan to take advantage of the expert presenters that are available to you at no charge.

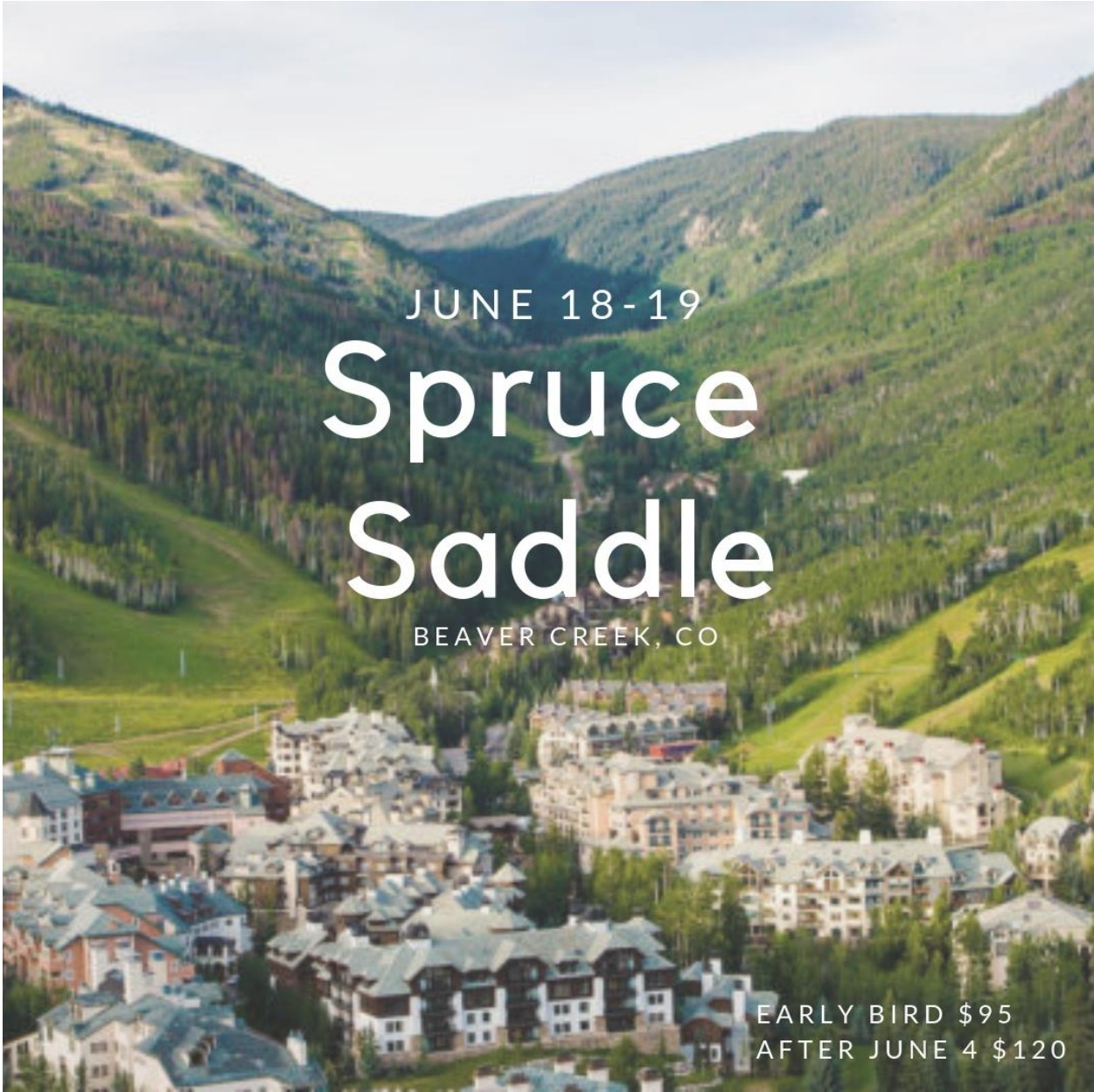
When the registration link is emailed it only takes a moment to register.



[CLICK TO LEARN ABOUT NEW MEMBERS](#)



Atlanta Events



Dallas Chapter (In Formation)

San Francisco Bay Area Events

South Florida (In Formation)



**SAVE THE
DATE**

Wednesday, May 22, 2019

**Mandarin Oriental Miami
500 Brickell Key Drive
Miami, FL 33131**

11:00 AM

PLEASE JOIN OUR SOUTH FLORIDA FOUNDING MEMBERS:

DANIEL ARIAS ALVAREZ (A JOY WALLACE CATERING, DESIGN & SPECIAL EVENTS)

ALINA ISAMBERT (THIERRY ISAMBERT CULINARY AND EVENT DESIGN)

JESSENIA GONZALEZ (LA VIE STUDIOS)

JOSE MENA DIAZ (LA VIE STUDIOS)

PILAR PAVA (PILAR PAVA EVENTS)

LEEOR ROZNER (L R ENTERTAINMENT)

GABRIELA SOUSA (GABRIELA SOUSA EVENTS)

MARISSA TIONGSON (APOTHICA DESIGNS)

Southern California Events

This year WIPA Southern California is launching its new Community Service & Outreach program. Their vision is to utilize their creative talents as wedding & event professionals to make a positive difference in the community.

This past week, they hosted their first Members Only Program at The London Hotel. To keep in line with the initiative, all of the floral centerpieces designed by creative partner Designer Dana were repurposed and donated to the Redondo Union High School Soccer Gala occurring that same evening.

The Soccer Gala awards and honors all the Female soccer players from the Freshman to the Varsity Teams. The awards given recognized not only these female athletes for their athletic accomplishments but also for their academic accomplishments.

WIPA Southern California is committed to giving back to their communities and making sure that their Programs become a part of something greater than just the Chapter.

WIPA Southern California Event:



Repurposed at the Soccer Event:



Washington, DC Events (In Formation)



WIPA™

Wedding International
Professionals Association

WASHINGTON, D.C.

APRIL 30TH | 4:00 PM
SMITHSONIAN NATIONAL ZOO
Conservation Pavilion
3001 Connecticut Avenue NW, Washington DC

REGISTRATION: WWW.WIPA.ORG

\$40 Members

\$50 after 5pm April 22nd

\$50 Non-Members

\$60 after 5pm April 22nd

Venue Site Tours | Networking
Seated Dinner | Speaker

Speakers

"The Next Level"...

A Legendary Artist Pioneering A Path to Success"

Carl Ray

Celebrity Makeup Artist

Andy Kushner

The Wedding Biz Podcast &
Kushner Entertainment Inc.

LIVE PODCAST INTERVIEW | #WIPADC



Member News for April 2019

Welcome Nems Scarim of [Creative Coverings](http://CreativeCoverings.com) as an At-Large member and WIPA Education Committee! Nems serves as NW Business Development Manager professionally and loves linens, pugs and living in the Northwest - you can say hello to her at Nems@CreativeCoverings.com.

Rachel Sheerin is delivering the keynote at the [Washington State Parks and Recreation 2019 Annual Meeting](#) in Vancouver, WA in April where there are rumors they are almost as fun as wedding professionals to party with. Speaking in Raleigh, New Orleans, Omaha, Seattle, and Ventura, CA this month, please high five Rachel if you see her!

Napa Valley Linens was recently honored by NACE as being the "Best Linen Company in Northern California".

Napa Valley Linens continues to expand its partnerships with premier rental companies throughout California. Standard Party Rentals recently joined their roster of distinguished rental partners. Standard Party Rental services three locations in Northern California; the San Francisco/Bay Area, the San Jose/Monterey Peninsula, and the Central Valley and Sacramento. Clients will now be able to see Napa Valley Linens collection of linens in twenty two locations throughout California and Arizona.

[Preoccupied Bride](#) was featured in [Chi Thee Wed](#) for a beautiful wedding they coordinated in Evanston at the Merrick Rose Garden.

Jonathan and Kaye won the Modern Luxury Diamond Award for "Best Wedding Videographer". They also won the Allies Awards for "Best Event Videography" and "Best Wedding Videography".

Magnolia is thrilled to announce that we have been awarded Modern Luxury's 2019 Best Traditional Planner! Our partner, Laura Maddox, is honored to be featured on [The Mom Enterprise podcast](#) focusing on creating balance with her family and career.

Katie Easley of Kate Ryan Design was featured in an article titled [Small Business Owners: Outsourcing Vs Keeping In-House](#) on Catersource, and published on Special Events with [Calling Event Pros: Take your Brand to New Heights in 2019](#). She is also heading to Texas this June to present Pitch Perfect Sales Scripts in 5 Steps at NACE Dallas Forth Worth.

Sandy Hammer of AllSeated was published on Catersource with [How to Sell Your Venue](#). She also shared [Tips for Making Your Venue and Technology Work Together](#) on the NACE Blog.

Heather Jones of Wente Vineyards was featured on OnceWed in the article [Wedding Pros Share What You Won't Regret Spending Extra On](#). She was also published on Catersource with [It's OUT: F&B Trends We are Tucking Away... For Now](#).

Kevin Dennis of [WeddingIQ](#) shared [What No One Ever Tells You About Owning a Business](#) on Catersource, and lent insight on lighting and décor set up tips with [Special Events](#). This June, he'll be making his way to ILEA Napa Sonoma serve as the key note for their monthly meeting.

Christie Osborne of Mountainside Media shared [How to Handle Social Media for Business when Disaster Strikes](#) with Catersource. She was also featured on [Rising Tide Society](#) with marketing tips for Pinterest.

Emily Sullivan of Emily Sullivan Events was published on Special Events with [How Managing Client Expectations Ensures Event Success](#). She was also featured on Catersource with an article titled [Client Boundaries](#).

Meghan Ely of [OFD Consulting](#) is confirmed as one of the speakers for the inaugural joint workshop [The Pro Experience by WeddingWire and the Knot](#) later this month in Charlotte.

[Relics Vintage Rentals](#) & [Milwaukee Flower Company](#) of Milwaukee, Wisconsin won Best in Show at the 2019 [Chicago Flower & Garden Show Tablescape Competition](#).

Alan Katz of Great Officiants just finished renovation of his Cute Little Wedding Chapel in Long Beach. The indoor and outdoor chapel areas seat 30 guests. Packages include issuing the Marriage License instantly and Ceremony to follow. Here is a video of the new renovated chapel: https://youtu.be/mGH_qOQbd6Q

New Year New Yacht & Lounge - [Hornblower Cruises & Events](#) has expanded their fleet in Newport Beach. Icon is a 120 foot long three level contemporary yacht that can host up to 130 guests. The yacht is eloquently anointed with rare exotic woods, granite, marble, "Ultra" glass murals and designer wall and fabric coverings. Amenities include large main salon with Baby Grand piano, marble fireplace, entertainment center and bar. Check out Icon <https://vimeo.com/216919989>.

Icon is the first GLA land venue for Hornblower. The Waterfront Lounge & Garden is a private venue located just steps away from the docks to Icon, in the heart of the beautiful Newport Beach Harbor. With stunning views and amazing sunsets, this venue can accommodate up to 150 guests for private events, weddings, celebrations and corporate meetings. Take a look https://www.youtube.com/watch?time_continue=3&v=U3BzubwABOk.

Julie Roth Novack, CEO and Co-Founder of PartySlate, was recently included in the Chicago launch and first national campaign for the [Female Founder Collective](#), a network of businesses led by women, supporting women. PartySlate will also launch in Washington, D.C. on April 9, with Houston and Charleston to follow in the coming months. PartySlate is also thrilled to partner with Vera Wang for an exclusive cocktail reception and dinner party in New York City. [Sign up here](#) to watch live.

[JC Room Blocks](#) is thrilled to welcome Jennifer Holland as Administrative Assistant and East Coast representative to their team! Jennifer resides in Raleigh, NC and brings over 10 year's experience in accounting and finance, accounts payable, accounts receivable, billing, customer service, and managerial support. JCRB is excited for the growth and new opportunities ahead.

WIPA Utah has officially reached their 60 members mark! They also held a fantastic event last month where they learned about business finances and the best practices for saving and paying taxes. The feedback from that event was overwhelmingly positive! They are excited for their upcoming event on April 10th at River Bottoms Ranch. Be sure to watch their social media for highlights of that event!

Tinsel Experiential Design was featured in [PartySlate's "Ultimate Corporate Event Planning Guide"](#) with highlights from the design of the opening party for "The Cher Show" on Broadway.

Liz Castelli, Founding Partner of Tinsel Experiential Design, will be speaking on a panel hosted by BizBash on Thursday, April 18 at the 21 Club discussing "The Art of Creating Events People Never Forget."

[Eventi](#) has completed the first round of renovations for their event spaces on the third & fourth floor. Enhancements include new carpets, contemporary drapes, fresh lighter-palette paint and a brightening up the foyer spaces with cream walls. Second round will include new light fixtures in the ballroom and re-upholstered furniture. For any sites, please reach out to Sam Mieczkowska at samantha.mieczkowska@hoteleventi.com.

Luxe Linen was featured on [Junebug Weddings](#) for [Romantic European Inspired Wedding](#). They were also featured on [California Wedding Day](#) for [Black and White Patterns Paired with Urban Greenery Made for a Stunning Styled Shoot](#).

[Premiere Party Rents](#) is featured on [Grey Likes Wedding](#) for these [Malibu Rocky Oaks nuptials](#). [Premiere Party Rents](#) is also featured on [Inside Weddings](#) for this [Bohemian Houdini Estate Wedding](#).

[Good Gracious! Events](#)' We are delighted to announce that Cindy Celis is now part of the Good Gracious! Events Team as our Director of Business Development. Cindy brings nearly two decades of event experience and a love of all things food, beverage, logistics, design and coordination. Bringing together all the details of each and every event is another one of her specialties along with being fluent in Spanish. Currently, on the Board of Clique and serving as President of SoCal WIPA Chapter. Cindy's talent, knowledge and creativity bring additional fabulous new strength to the Good Gracious! team.

[Creative Coverings](#) launched their first ever [Napkin Campaign](#) including 30+ new linens. Join the movement by following them on [Instagram](#) and tagging your photos with #theNAPKINmovement.

[Nems Scarim](#) of [Creative Coverings](#) recently joined the WIPA International Education Committee.

[Creative Coverings](#) bold and bright citrus inspired styled shoot was published on the [Southern California Bride Blog](#). Featuring their floral [Monet linen](#).





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Wedding Insurance Specialist

Howard Burkholz
801-451-8880

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21/17/18