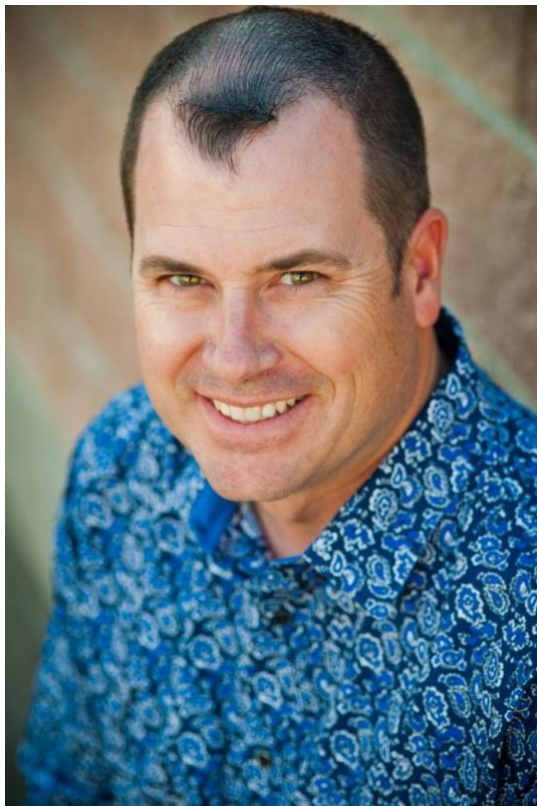


WIPATM

Wedding International Professionals Association

March 2019 Newsletter



**Wow, can you believe it's already
March?!**

**Kevin M. Dennis JWIC
2019 WIPA President**

I don't know about you, but my February was an absolute whirlwind. I had the pleasure of joining 3 of our chapters for their Board Retreats and I was blown away by the level of excitement and leadership at each chapter. Thank you so much to WIPA New Orleans, WIPA New York, and WIPA Atlanta for their hospitality and warm welcomes! It was so inspiring to see these chapters in action and I look forward to visiting more chapter in the future. A quick thank you to all of our chapter leaders across the country for all of their hard work and investment! While I was in Atlanta I was able to attend and speak at one of their chapter meetings. It was a lovely opportunity to connect with all of the WIPA Atlanta members and I was so honored they chose me to speak at their first meeting of the year. While I did my best to attend as many chapter retreats as possible, there's just no way that I could make it to everybody. I want to

give a quick shout out of appreciation to Vicki Carson, Brit Bertino, and Rivre Davies who filled in for me and shared the good word of WIPA and helped our chapters continue to grow and flourish.

As we look ahead to the rest of 2019 we are focused on getting our new chapters up and running. We would like to welcome WIPA Toronto, WIPA DC, WIPA South Florida, and WIPA Dallas to the WIPA family. We are so excited to see you all grow and I look forward to getting to know your leaders and members- we're lucky to have you!

In closing I'd like to leave you with this quote from Maya Angelou- "All great achievements require time." Thank you all so much for the time you're dedicating to WIPA and the wedding industry- we can't wait to see what you achieve!



WEBINAR SERIES

The Power of Podcasting- the Sexiest Medium in Town



Podcasting is one of the fastest growing mediums and being a guest on a podcast is an amazing way to connect with people who want to hear your message and learn valuable insights that you have to share.

With over 525,000 active shows and over 18.5 million episodes listed in the Apple Store, covering everything from true crime to toilet training your kids, appearing on podcasts is a powerful way to connect with customers, influencers and peers all over the world.

In this session, Aleisha McCormack, founder of Bridechilla, the hit wedding planning podcast (and TV producer by day) shares how to best approach your favorite podcasts, pitch yourself as a potential guest (or launch your won show!) and share your insights and expertise. She will share how to present yourself as an expert in your niche and get the attention of the host and producer to gain maximum impact for your business and brand.

Aleisha McCormack , Founder, Bridechilla

Wednesday, April 3, 2019
2:00 PM - 3:00 PM Eastern Time

MEMBER ONLY EVENT

Future Webinars:
MAY - 5/1/19
How to Hire a Million Dollar Salesperson
Meryl Snow of Snowstorm Productions

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](#)

Colorado Members Only Events

New Orleans Events

New York Events

San Francisco Bay Area Events

Southern California Events

Toronto Events (In Formation)



WIPA™
Wedding International Professionals Association
TORONTO

"Toronto's 007 - Never Say Never... To New Opportunities!"

You are invited to spend an exclusive afternoon for the FIRST EVER Toronto Chapter of WIPA (Wedding International Professionals Association)

Please join us for Lunch on Tuesday, March 26th, 2019
Rosewater Room, 19 Toronto Street, Toronto, Ontario

"Seated atop Don Alfonso 1890 in Toronto's Historic Consumers Gas Building, is the Rosewater Room. A stunning space that revolutionized the banquet industry with its intimate and exclusive setting. The Rosewater Room is one of Toronto's most exclusive and photogenic venues."

11:30 am - 12:00 pm: Meet & Greet
12:15 - 1:15 pm: Lunch
1:15 - 2:00 pm: Guest Speaker -
Bernadette M. Baillie, Director Education &
Local Partnerships of The Knot Pro:
- 5 things you need to know about Generation Z
- How their shopping habits should influence your marketing efforts
- 5 tips for winning business with Gen Z

RSVP ON: WIPA.ORG
Dress: James Bond Style Business Casual

WITH SPECIAL THANKS TO OUR SPONSORS:
BONGO & B ENTERTAINMENT - ANDREA MARCHANT OF AS IT HAPPENS PHOTOGRAPHY - EMD (EVENT MEDIA DESIGN) -
ROSEWATER ROOM - THE KNOT

#WIPATORONTO

March 26th, 2019
Rosewater Room

Member News for March 2019

[Kathy A. Newby, CERP](#) Director of Sales for [Abbey Party Rents SF](#) has been chosen as one of [Smart Meetings](#) Smart Women in Meetings Award winners in the Stellar Performer category! Stellar Performers are women who are known for always getting things done, no matter what.

Frank J Andonoplas of Frank Event Design did a television segment on 2/8/19 on the [WGN morning news in Chicago](#). He discussed romantic date ideas and creative ways to pop the question on Valentine's Day.

Rachel Sheerin is hosting her [Badass Sales + Communication Bootcamp](#) at the [Fairmont Austin](#) - her mother says it's going to be great! Rachel will also be debuting her latest keynote, "Steal the Show: How to Get Your Best Ideas Heard" for [SMPS, the Society for Marketing Professional Services](#) on March 27th in New Orleans.

Alan Katz of [Great Officiants](#) Will be speaking at the NACE meeting at Los Robles Gardens in Thousand Oaks on Tuesday, May 28th. He will be speaking on his favorite topic "How to get 5 Star Reviews".

Katz also got great Press Coverage on Valentines Day about his \$14 get Married on V-Day Special. [KTLA 5](#), [ABC 7](#), and [Long Beach Local News](#) did awesome stories. It made front page news in the local paper the [Grunion Gazette](#). 2 LA radio stations KIIS FM and KFI did stories on it as well.

[Occasions Catering](#) is proud to have a new addition to the team! Elri Nieuwenhuizen joined Occasions in January as Sales Director. Elri has a vast knowledge of the event industry, with extensive experience in catering. She has already started to implement new ways to "wow" clients – Occasions feels very fortunate to have her lead the sales team.

A recent wedding hosted at the Fairmont Miramar Hotel & Bungalows for Alex & Greg was just featured on [Inside Weddings](#).

Also, Leena & Amaeya's wedding was featured on Carats & Cake and will be out next Wednesday (3/6/19)!

Sandy Hammer of AllSeated was published on Catersource with [Collaborating with Your Clients via Technology](#). She was also featured on NACE with [Tips for Making Your Venue and Technology Work Together](#).

Heather Jones of Wenté shared insight with Domino on [Why Sustainability is One of 2019's Biggest Wedding Trends](#). They were also published on PartySlate with [Yasaman and Arash's Elegant Persian Wedding at Wenté](#)

[Vineyards.](#)

Katie Easley of Kate Ryan Design recently shared the ins and outs of setting yourself up for success during engagement season [on the AllSeated blog](#).

Kevin Dennis of WeddingIQ shared [Tips for Getting on & Staying On the Coveted Vendor List](#) with Total Party Planner. He was also published on the Rising Tide Society with [The Wedding's Over, Now What?](#)

Christie Osborne of Mountainside Media contributed to [Pros Share Which Apps Help Them Cut Corners](#) as well as shared [Email Marketing is Dead...Oh, Wait!](#) with Catersource.

Emily Sullivan of Emily Sullivan Events was published on Catersource with [Diversifying into Weekday Events](#). She also contributed to Bustle's article on [17 Ideas for Incorporating Personal Tradition into Your Wedding](#).

Meghan Ely of OFD Consulting was featured on the WeddingWire Pro Blog with [2019 Press Material Prep: What to Add, Toss and Update in the New Year](#). She'll also be presenting on the Art of Storytelling for Styled Shoots Across America this April in Georgia.

Jesse La Plante of [J. La Plante Photo](#) was named on the WPJA's list of the [Top 50 Photographers of the Year](#) and on their list of the [Top 10 Artistic Guild Photographers of the Year](#). He was also named on the list of [Top 100 Fearless Photographers of the Year for 2018](#).

Phillip Van Nostrand of [Phillipvn Photography](#) presented in a master class at [WPPI](#) in Las Vegas on February 28th. The class was called "Passive Income 101: How to Earn Your First 1k on the Side"

[Laurel & Rose](#) was featured on the front page of [Ruffled Blog](#) for their creative, colorful beachy wedding.

Divine Designs & Events partnered with International Celebrity Designer Preston Bailey in his recent Master class held in the Langham in NYC. Maha Head Designer at Divine Designs spoke at the event about event draping and demonstrated a session on event draping as well.

The Estate by Gene & Georgetti was featured on Partyslate in their Tuesday Top 5: Citrus-Infused Decor feature. This event was themed "Lunch in Capri" and attendees included planners, influencers, and industry colleagues. <https://www.partyslate.com/venues/the-estate-by-gene-georgetti/events/8221>

David Krieger, of Krieger Entertainment is honored to have received two nominations for California Wedding Day's Prestigious "Best Of" Awards. Krieger has been nominated for Best DJ in both the Los Angeles and Santa Barbara + Ventura markets.

[Bella Vista Estate](#) has been awarded the [Outdoor Wedding Venue of the Year](#) in [Luxury Travel Guide](#). We are also excited to welcome our new reservationist, [Kaylee Ayres](#), to the Bella Vista family. The owner will now have more time to focus on property improvements and making the Bella Vista one of the top wedding destinations in the state!

Lane' Richards with [Wedding Pro Coaching](#) is excited to announce the launch of the [Members' Lounge](#), a membership and mastermind coaching program for wedding business owners. Lane' also shared [Identifying Your Ideal Client in 2019](#) via the [Special Events](#) blog. She was also published in [Wedding Planner Magazine](#) where she shared tips on How to Prepare to Sell Your Business.

[Bellwether Events](#) was featured on [Carats and Cake](#) for a modern and organic wedding at the [Showroom](#) in Washington, DC. The wedding was also featured in December in the local print magazine, Washingtonian Weddings.

[Tricia Beron](#) has been hired as [Creative Coverings'](#) Southwest Business Development Manager. Tricia will cover Arizona, Las Vegas & New Mexico.

[Tinsel Experiential Design](#) hosted this year's 11th House Party, in honor of Aquarius Season, for industry friends and partners. The event, which featured live tattoos, a troupe of vogue dancers, and actual witches to support this year's Black Magic theme, was highlighted as one of [BizBash's Top Events of the Week](#). (Hero photo by fellow WIPA member Phillip Van Nostrand) Check out #tinsel11th for a closer look at the party's magic.

[Tinsel Experiential Design](#)'s innovative design and production for The Whitney Art Party was featured as a [Top 10 February Event by PartySlate](#). The tabletop décor was a trippy mix of artistically-bent blooms and opalescent cellophane, followed by a dynamic, candy-coated photobooth.

[Luxe Linen](#) was featured on [Wedding Sparrow](#) for [Blush & Copper Wedding Ideas](#). [Every Last Detail](#) also featured Luxe Linen for [Lavender and Red Southern California Wedding](#); as well as, [What Does that Wedding Cost Southern California](#).

[Premiere Party Rents](#) is featured on [Style Me Pretty](#) for this [Adamson House wedding](#). [Premiere Party Rents](#) is also featured on [Green Wedding Shoes](#) and [Southern California Bride](#).

[Good Gracious! Events'](#) Chef Joanne presented "You're Going to Want To Eat Your Veggies!" at [Catersource](#) 2019. [Good Gracious! Events](#) also catered dinner at [Bellosguardo Foundation](#) for its first private event in over 60 years.



A graphic with a purple overlay showing hands holding smartphones displaying social media content. The text "SOCIAL" is prominently displayed in large white letters, with "JOIN THE CONVERSATION ONLINE" in smaller white letters below it. At the bottom, there are three circular icons for Facebook, Instagram, and Twitter.

SUPPORT OUR SPONSOR:



The Allstate logo, featuring a stylized hands icon, is at the top. Below it, the text "Allstate." is in a large, bold, blue font, followed by the tagline "You're in good hands." in a smaller, black font. Underneath, "Wedding Insurance Specialist" is written in a bold, black font. At the bottom, the name "Howard Burkholz" and the phone number "801-451-8880" are displayed in a bold, black font. A small copyright notice "© 2018 Allstate Insurance Co." is visible at the very bottom.