

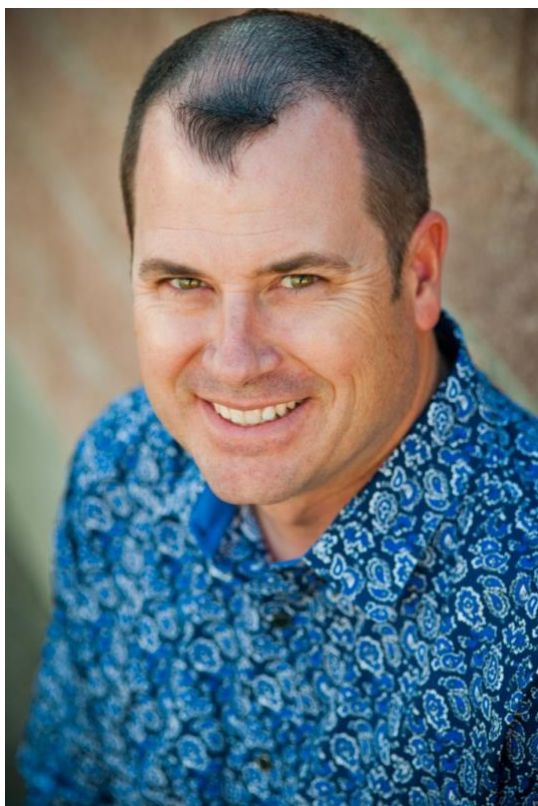
# WIPA<sup>TM</sup>

Wedding International Professionals Association

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May 2019 Newsletter

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Another exciting WIPA month has come and gone, and as per usual I find myself reflecting and excited for the future.

April was a month of firsts for WIPA- WIPA Dallas had their first official meeting as a chapter and I had my first experience with the future WIPA Seattle group. As I mentioned last month, Dallas has always held a special place in my heart (Go Rangers) so I was honored to be there for the inaugural meeting and swear their board in. I was blown away by the level of execution at the meeting. Everything was beautiful and went off without a hitch! The excitement for WIPA Dallas was palpable and I came back inspired and energized to keep WIPA growing, so it was fitting that I hopped on a plane to the Pacific Northwest a couple days later with Paul Rumohr to meet the steering committee for one of our newest chapters in development- WIPA Seattle.

This was my first trip to Seattle, but I knew our trip was going to be great when we were given a complimentary rental car upgrade to a convertible Mustang that had 1 mile on it. How often does that happen?! While the weather didn't allow for any top down cruising Paul and I still felt like rockstars on the road. The good vibes carried over to our meeting with the steering committee, and Paul and I both left extremely confident that some day soon there will be a WIPA chapter in Seattle!

I want to end this month with a quote from Cindy Novotny, who I got to see speak at the WIPA Dallas meeting last month, because it truly encapsulates everything that WIPA stands for. "Leaders never ever stop learning." So as WIPA continues to grow, I implore you to continue to learn.

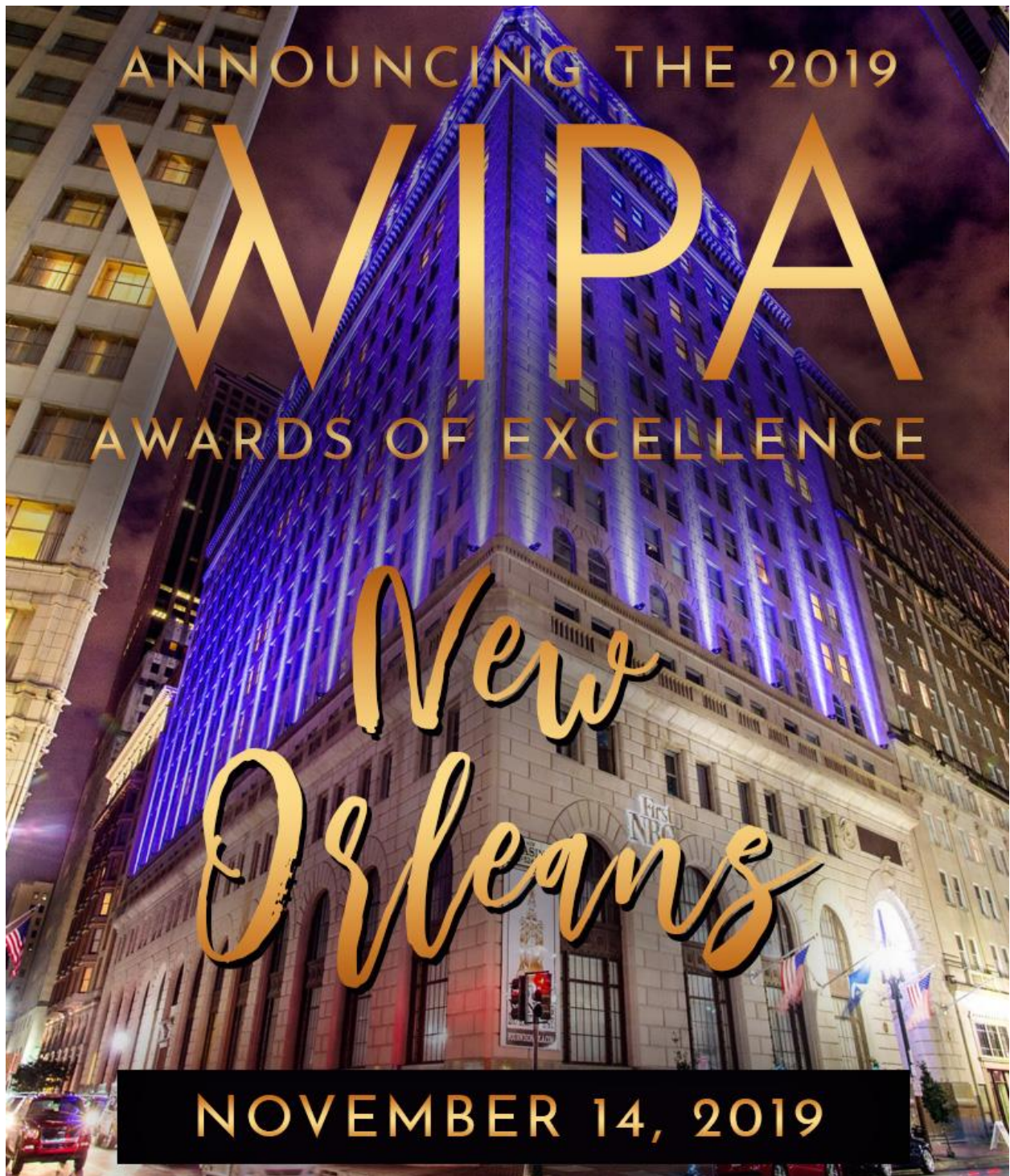


**Kevin M. Dennis JWIC**  
**2019 WIPA President**

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### **Congratulations WIPA New Orleans!**

WIPA New Orleans has been named the host chapter for the 2019 WIPA Awards of Excellence. Please watch your email for Awards entry information and we hope to see you in November!







## 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

|  |  |  |
|--|--|--|
| <a href="#">2019 Videos - Colorado Chapter</a> | <a href="#">2018 Videos - Colorado Chapter</a> | <a href="#">2017 Videos - Colorado Chapter</a> |
| <a href="#">2016 Videos - Colorado Chapter</a> | <a href="#">2015 Videos - Colorado Chapter</a> | <a href="#">2014 Videos - Colorado Chapter</a> |
| <a href="#">2013 Videos - Colorado Chapter</a> | <a href="#">2012 Videos - Colorado Chapter</a> |  |

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.





Wedding International  
Professionals Association

## WEBINAR SERIES

### SEO Basics for Your Wedding Business



SEO isn't scary or technical. You just need to learn what search engines are looking for! There are over 3.5 billion searches on Google every day—How do you make sure you're found when your ideal client searches for what you do? In this session, we'll identify the best practices that can increase your SEO ranking and give you the first-page results you desire.

In this session, participants will learn:

- How being relevant and helpful with your content increases your Google appeal
- The secret to using your keywords effectively.
- Why regular posting of content on your blog and social media makes a difference in
- your ranking.
- The importance of an easy-to-navigate, visually appealing website to your SEO efforts.

Sara Dunn, SEO Consultant at  
SaraDoesSEO.com

Wednesday, June 5, 2019  
2:00 PM - 3:00 PM Eastern Time

MEMBER ONLY EVENT

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A close-up photograph of a hand holding a silver pen, writing on a notepad. The image has a warm, golden-brown color cast.

WELCOME  
WIPA NEW MEMBERS

CLICK TO LEARN ABOUT NEW MEMBERS

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### Chicago Events



### Colorado Events



# SUMMER SOLSTICE & THE HONEY MOON

BEAVER CREEK | TUESDAY, JUNE 18TH - WEDNESDAY, JUNE 19TH

BEAVER CREEK MOUNTAIN / STRAWBERRY PARK | FREE PARKING AT FORD HALL



## Keynote Speaker: Cindy Novotny

MASTER CONNECTIONS | MANAGING PARTNER

An icon in the hospitality industry, Cindy Novotny is the original founder of MCA and is an internationally renowned leader in sales, leadership and customer service. She has been recognized by the American Society of Training and Development as one of the most powerful, innovative and passionate speakers in the industry. Cindy has become a "radical mentor" for thousands of executives around the world. Her ability to close the "gap" with senior executives and line employees has made MCA a leader in many industries. Cindy is responsible for the leadership of all MCA trainers, consultants and develops her team to go far beyond customers' expectations.

## EVENT SCHEDULE

AFTERNOON ON STRAWBERRY PARK LAWN

**1:30PM** GUEST ARRIVAL, GRAZING + COCKTAILS

**2:30PM** PROGRAM BEGINS/GUEST SPEAKER

**4:00PM** CONCLUSION

EVENING ON MOUNTAIN AT SPRUCE SADDLE LODGE

**6:00PM** GONDOLA UPLOAD

**6:15PM** COCKTAIL HOUR

**7:00PM** DINNER

**8:30PM** DRINKS, DANCING + STARGAZING

**10:00PM** GONDOLA DOWNLOAD

WEDNESDAY MORNING

**9:00AM** BRUNCH AT PINES LODGE

## EVENT PRICING

EARLY BIRD: \$95

REGULAR: \$120

EARLY BIRD PRICING CLOSES MAY 30TH  
REGISTRATION CLOSES JUNE 6TH

PURCHASE TICKETS HERE:  
[WWW.WIPA.ORG/COLORADO](http://WWW.WIPA.ORG/COLORADO)

BECOME A MEMBER:  
[WWW.WIPA.ORG/JOIN-NOW](http://WWW.WIPA.ORG/JOIN-NOW)



## LODGING OPTIONS:

OSPREY: \$165/NIGHT | PINES: \$145/NIGHT | ST. JAMES: \$279+/-NIGHT

FOR RESERVATIONS, CALL (877) 820-7669 AND USE OUR CODE:

WIPA BEAVER CREEK OR GG4WPA



Las Vegas Events

# "Building a Strategic Brand"

with Guest Speaker, Kaleigh Wiese:  
Méldeen Founder + a The Knot Pro Educator

May 21, 2019

11 o'clock in the morning to 2 o'clock in the afternoon

*Red Rock Country Club*

2250 A Red Springs Drive  
Las Vegas, Nevada 89135

**Early Bird Registration Before May 1:**  
\$65 Members | \$90 Non Members

**Registration After May 1:**  
\$75 Members | \$100 Non Members

**Registration On-Site:**  
\$85 Members | \$110 Non Members

#### Special Thanks to Our Sponsors

Venue & Catering • Red Rock Country Club  
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Invite Design & Stationery • Méldeen  
Welcome Beverage • Get Cozy | Vintage Mobile Bars  
Florist • Flora Couture  
Photographer • Jamie Y Photography  
Videographer • JBH Video

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## New Orleans Events

**WIPA**<sup>™</sup>  
Wedding International Professionals Association  
**NEW ORLEANS**

## Breakfast at the Terminal

*What keeps you up at night? Meet us at the Round Table!*

**Where:**  
6001 Stars and Stripes Blvd, New Orleans, LA 70126

**Early Bird Pricing:**  
Through May 31, 2019  
Member: \$35  
Non-Member: \$50



**When:**  
June 19  
9:30am - 11:30am

**Pricing after May 31:**  
Through June 14, 2019  
Member: \$45  
Non-Member: \$60

## San Francisco Bay Area Events



Wedding International Professionals Association

SAN FRANCISCO  
BAY AREA

### **WIPA SF Bay Area Helps Needy Santa Cruz Area Families Celebrate Mother's Day with Meals and Flowers**

As part of a new community service initiative, the San Francisco Bay Area chapter of WIPA is donating floral arrangements and excess prepared food to underprivileged Santa Cruz area families just in time for Mother's Day. The flowers and food, which would otherwise be discarded after the May 7 event, will be donated through a partnership with Walnut Avenue Family & Women's Center of Santa Cruz.

As much as 40% of food goes uneaten in the U.S, according to Harvard Law School's Food Law and Policy Clinic and the Natural Resources Defense Council, or NRDC, a nonprofit environmental action group. Much of this food waste is the result of excess food being prepared for corporate and social events. As a leader in the events industry, WIPA is committed to helping those in need by repurposing resources from its own events. In addition to food, these resources include flowers, and even the event space and other event services where WIPA events are held.

"WIPA SF Bay Area is proud to partner with Walnut Avenue Family & Women's Center to share food and flowers from our May 7 event." Said SF Bay Area WIPA Chapter President, Cindy Danbom. "We are in a unique position and extremely grateful that all our vendors embrace the opportunity to repurpose items from our events. This gives us the ability to make an impact everywhere we go."

"At WIPA, we frequently hold industry events and always have resources leftover that we can share." said Jim Vetter, Director of Community Service, WIPA. "We are setting an example for the events industry and want to raise awareness for the ease with which event resources can be repurposed for local community benefit."

"We are thrilled to be WIPA's recipient of the food and flowers. Most of our constituents are food-insecure, so flowers are an extravagance they don't usually know. Thank you, SF WIPA." Anissa Novak, Business & Donor Development, Walnut Avenue.





**WIPA**<sup>TM</sup>  
Wedding International Professionals Association  
**SAN FRANCISCO  
BAY AREA**

# Wellness Mixer

**JUNE 18TH, 2019 | 5:30-8PM**

**THE CIA AT COPIA | 500 1ST STREET, NAPA**  
**YOGA, AROMATHERAPY & RELAXATION | ATHLEISURE ENCOURAGED**  
**EARLY BIRD (ENDS 6/10): MEMBER \$20 / NON-MEMBER \$30**



**South Florida (In Formation)**

Join

# WIPA<sup>TM</sup>

Wedding International Professionals Association

## SOUTH FLORIDA

(chapter in formation)

&

PartySlate, CEO, Co-Founder, Julie Novack  
for hors d'oeuvres, cocktails & private workshop




MANDARIN ORIENTAL  
MIAMI

Thursday, May 30, 2019 | 6:00 PM


\$40 Members | \$50 Non-Members  
Dress Vibrant

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## Member News for May 2019

JC Lemon Photography officially launched their photo booth brand, Third Rail Photo Booths. Serving corporate and social events in the NYC area, Third Rail Photo Booths provides a fun and sleek solution that can be fully branded for your next great event. <http://thirdrailphotoboosts.com>

[Elegant Event Lighting](#) was the recipient of a NACE/ILEA Chicago Excellence Nice Award for “Best Vignette Design” for their “Under the Big Top Mitzvah” at the April 9, 2019 awards ceremony in Chicago.

For Goodness Cakes was featured in a [blog post by Stonehurst Place for their partnership](#) in increasing their wedding events at the highly ranked bed and breakfast Atlanta venue.

[PartySlate](#) and YSD Events, co-hosted an [experiential dinner party](#) to fête Vera Wang's Spring/Summer 2020 Bridal Collection at iconic Brooklyn venue, [Weylin](#).

PartySlate officially [launched in Washington, D.C.](#) on April 9 with a progressive dinner party at The LINE DC. The next city launches for PartySlate will be in Houston at The Revaire on May 29, followed by Charleston at The Cedar Room on June 5.

And PartySlate CEO and Co-Founder, Julie Roth Novack, was recently honored with the Catering Executives Club Industry Impact Award in Chicago on April 28.

David Krieger of [Krieger Entertainment](#) will be hosting the sixth annual [California Wedding Day's Best Of Awards](#), May 14th at Vibiana in Downtown Los Angeles. Krieger is also nominated for "Best DJ in Ventura/Santa Barbara," and hoping to win for the second year in a row as "Best DJ in Los Angeles."

Krieger also recently DJ'd Weekend 2 at the [HP Lounge at Coachella](#).

Kehoe Designs was featured in CS North Shore Modern Luxury Weddings issue for the Chez Wedding Pop up [page](#) [Jamie & Zach Wedding at the Ritz](#) the [St. Jane Issue Release Party](#) and Ramey Prince WIPA member received the Rising Star Award at the NICE awards.

Celebrity Wedding Officiant Alan Katz of [Great Officiants](#) Was just featured on a [PODCAST](#) called Minor Adventures with Topher Grace. Katz taught **TOPHER GRACE** (that 70s show) and his special guest **ZACHARY LEVI** (Shazam) how to perform a Wedding Ceremony. It was a laugh filled broadcast where Katz showed them how to design a ceremony, sign a marriage license and then they (fake) Married a Couple. Katz comes in at the 12 minute mark of the podcast.

If you are a Wedding Planner or Venue Manager in the So Cal area, Katz is willing to ordain you as an emergency option in case the Officiant does not show up. He will teach you how to fill out a marriage license and give you a basic ceremony script. You can reach him at [info@greatofficiants.com](mailto:info@greatofficiants.com).

[Renee Dalo](#), Owner & Lead Planner of [Moxie Bright Events](#), will be returning to Wedding MBA this year as a featured speaker. Renee will be presenting A Wrinkle in Time and Uncoordinated, both in the general business and Wedding Planning tracks. You can also catch up with Renee on her weekly podcast, [Rock Your Wedding Biz](#).

Michelle Loretta of Sage Wedding Pros is thrilled to announce that registration is now open for the 6th annual [Be Sage Conference](#), set for February 3-6, 2020, in Austin, Texas. As in year's past, the curriculum for Be Sage conference is carefully curated with the goal of presenting innovative ideas to the experienced wedding business owner.

Katie Easley of Kate Ryan Design was a recent guest on This Week in Weddings, sharing more on the [Key to Achieving Longevity in the Events Industry](#). She was also featured on [Thrive Global](#), discussing her hope to create more opportunities for community within the industry.

Sandy Hammer of AllSeated was published in April's issue of Wedding Planner Magazine, sharing her thoughts on how to grow an event business more intelligently. She was also featured on Sage Wedding Pros with [How to Stay Ahead of Tech Trends](#).

Heather Jones of Wente Vineyards was featured on OnceWed this month, expanding on why Livermore, CA, is one of the [Under-the-Radar Destination Wedding Locations for 2019](#). She was also published on Catersource with [Why Service Styles Matter](#).

Kevin Dennis of WeddingIQ offered advice to couples on [How to Protect Yourself From Vendor Fraud](#) on Catalyst Wed Co. He was also featured on WeddingWire EDU, sharing [how to ensure you are referral-worthy](#) as a wedding professional.

Christie Osborne of Mountainside Media offered wedding pros advice on building confidence as a Facebook marketer in her latest column for [Wedding Business Magazine](#). She also have been announced as one of the Speaker of the Year nominees for the NACE One Awards.

Emily Sullivan of Emily Sullivan Events was published on Martha Stewart Weddings with [What Should You Do if the Wedding Rings Go Missing Ahead of the Wedding Ceremony?](#) She was also featured on OnceWed sharing her thoughts on New Orleans being one of the [Under-the-Radar Destination Wedding Locations for 2019](#).



This month, Meghan Ely and the OFD Consulting team will be awarded (3) honors from the Public Relations Society of America for their wedding publicity work in 2018. She has also been announced as one of the finalists for Speaker of the Year at the NACE One Awards.

JW Marriott Las Vegas Resort & Spa will be opening Jade Asian Kitchen & Noodles in June, 2019. The new signature restaurant will feature traditional Chinese dining, a Noodle Bar, Japanese Teppanyaki Room, a Sushi Bar, Robata Grill and full-service bar & lounge.

JW Marriott Las Vegas Resort & Spa will be unveiling an expanded parking garage in June, 2019. The expansion will add 450 additional free parking spaces, plus a counting system on each level for easy, convenient guest parking.

Green Wedding Shoes named [Vibiana](#) one of the "[Top 26 Coolest Places to Get Married in the United States](#)."

[Vibiana](#) will host California Wedding Day's Best Of 2019 Awards on Tuesday, May 14<sup>th</sup> at 6:30 PM. More information and a link to purchase tickets [can be found here](#).

[Creative Coverings](#) is opening their Sacramento, CA showroom in partnership with [Celebrations! Party Rentals](#) this May!

[Nems Scarim](#), Northwest Business Development Manager of Creative Coverings won top honor "Judge's Choice" for [ILEA Portland's](#) tabletop competition, with her Game of Thrones inspired table design.

[Industrial Fabrics Association International](#) featured [Creative Coverings](#) in Specialty Fabrics Review for their continued Green Initiatives.

[Creative Coverings](#) was nominated for Northern Nevada Human Resources Association "Best Places to Work" in Micro-Business category.

[Symphony Weddings & Events](#) was featured in [Becoming One Magazine](#) for their Vintage Vegas Glam wedding at The Neon Museum! Not only were they surrounded by the vintage neon signs, but they incorporated the signs in many ways throughout the wedding. Other WIPA Members [Harry O Productions](#), [Elegant Vegas Weddings](#), and [Amelia C & Co](#) were also featured as part of this special day!

[Premiere Party Rents](#) is featured on [Martha Stewart Weddings](#) for this [Newport Beach wedding](#). [Premiere Party Rents](#) is also featured on [Inside Weddings](#) for this [Houdini Estate nuptials](#).

[Good Gracious! Events'](#) is featured on [Special Events](#) for the announcement of Cindy Celis as [Director of Business Management](#).

Echo Talent's "Gold Standard" is excited to perform for The Utah Humane Society's "[Wags to Wishes](#)" Gala May 11th, and will be performing in Europe later this year, [DJ Chu](#) recently entertained eBay's [Austin block party](#) and [DJ Rob Bennion](#) did his DJ+sax routine for the San Francisco Museum of Modern Art's [annual fundraiser gala](#). Echo also has a new hire based in L.A. as they are setting up recently set up a location there due to increased demand, last week Echo purchased over 20 flights to the West coast for June alone!

Andy Kushner, host of [The Wedding Biz podcast](#) and President of [Kushner Entertainment](#), interviewed celebrity makeup artist, [Carl Ray](#) for the Washington, DC WIPA Greet event on April 30th. The event was sold out and Kushner will be releasing the episode on May 20th. Subscribe to the podcast, for free, to be notified at <https://theweddingbiz.com/subscribe/>.

[Great Family Reunion](#) is thrilled to welcome DJ/Emcee [Chief Royale](#) to their stellar artist line-up. Catch the [GFR Colorado](#) crew at a rare publicly held performance this summer at [City of Lone Tree-Independence Day Celebration](#).

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