

August | 2011

*Notes from the board room*

With the new season rapidly approaching, we wanted to remind you that there is a complete list of the **PSWEP** Board of Directors available on the Website complete with email contact information. This list is provided for your convenience to use as a reference tool when looking for the appropriate **PSWEP** representative to answer your questions!

**President** | Michelle Stansfield | Miramonte Resort & Spa

**Vice President** | David Rohr | Desert Floral Importers

**Treasurer** | James Kefford | 4 U I Do Weddings

**Marketing** | Cheryl Jablow | Social Frog Designs

**Membership** | Marc Lehman | Ashley Video Weddings

**Social** | Mellany Miller | Mellany Miller Photography

**Secretary** | Jeane Snavelly | PGA West



- **Social scene**
- **What's in a Date?:** Each year there is at least one date that is "unique" to that year – a month-day-year combination that won't happen again for many moons. This year 11-11-11 is the popular choice. Even though the date actually falls on a Friday, couples are lining up to exchange vows on this "once in 100 years" date!
- Weddings are big business, and when you throw a *unique* date into the mix, bookings can double, triple and sometimes quadruple in numbers. This year, Hotels, Resorts, Country Clubs and many of the supporting wedding professionals are enjoying the influx of business, not to mention the money being injected into our local economy. Tell us how 11-11-11 has impacted your business by posting on our Facebook page!
- **Celebrity Siting:** While the buzz was brewing over Kim Kardashian's impending nuptials, **PSWEP** landed their 1st CELEBRITY "thumbs up" on Facebook! Khloe Kardashian Odum joined the **HIP, COOL, FUN** crowd on **PSWEP's** page with a simple click of the **LIKE** button!



sweets by:  
the cake popper



sweets by:  
katherine king special events & catering



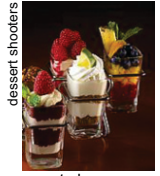
sweets by:  
elite productions intl.



sweets by:  
country living



sweets by:  
katherine king special events & catering



sweets by:  
restaurant report

**Sweet Dreams:** It has been a time honored tradition to enjoy something sweet after a meal – our parents held us hostage at the dinner table with the notion there was a sweet treat, if we finished our meal. Weddings and events are no different! Desserts have become a great way for people to personalize their celebration. Couples are often times "cutting out" the traditional wedding cake for a more sophisticated and varietal display of wonderful treats. From an enticing collection of apothecary jars filled to the brim with vintage candies transporting people back to their childhood, to elaborate displays of miniature versions of our favorite goodies like cake bites, fresh berry pies & ice cream, dessert shooters, and root beer floats, people are escaping tradition for more fun and festive options. Some of our favorites are even getting an "adult" twist infusing libations into the mix – root beer floats made with a great stout beer is a frothy example. Combining the sweet and savory components into one dessert has also seen a spike – decadent brownies with the wonderful addition of salty bacon dust, fresh strawberries filled with basil-strawberry mascarpone cream, and hot chocolate treats combined with chili powder, cayenne and other spices. What ever your fancy – there are no limitations to your sweet dreams!

**Tag your it!:** Once thought of as an eye-sore to be painted over, graffiti is finding a place in special events all around the country! You may have seen the artist on stage in front of an audience spinning a canvas as he applied brush strokes of paint to the surface --voila, a masterpiece! Corporate clients, advertising agencies and event planners are using graffiti to bring a new level of exposure to their events. From tagging the side of a 3-story building with their brand name; using a large, blank surface for guests to scrawl messages as they enter the event to punctuate the entrance; or as a brainstorming activity at a corporate meeting, graffiti is adding an edgy vibe to events all over!



photo by: **BizBash**  
angelino magazine summer release party

page one

**Calendar**



**09-14-11** | 5:30pm - 7:30pm  
monthly mixer  
Desert Willow Golf Resort  
register | [www.weddingspalmsprings.com](http://www.weddingspalmsprings.com)

**09-27-11** | 5:30pm - 8:30pm  
educational dinner series  
"wine & food pairings"  
featuring: *Wilson Creek Winery*  
Rancho Las Palmas Resort & Spa  
register | [www.weddingspalmsprings.com](http://www.weddingspalmsprings.com)  
\$35 | rsvp members    \$45 | non-rsvp & guests

## Marketing map

Do you have cool photos, video, or a great story from a recent wedding or event to share with everyone? The **PSWEP** would like to hear from you! **PSWEP** is doing a *shout out* to its members encouraging them to share their craft with everyone through photos, video, and snippets of information to be included in the **PSWEP Blog, Facebook** and **Twitter** posts. This is a great way to get the word out about your products and services – it lets fellow members know what you are up to, as well as exposes you to all those individuals that subscribe to our Newsletter! Please send all submissions to Cheryl Jablow, Social Frog Designs | [cheryl@socialfrog.com](mailto:cheryl@socialfrog.com)

09-10-11  
national  
swap ideas  
day!

## connect today!



[www.facebook.com/pages/Palm-Springs-Wedding-Event-Professionals/223792145158?ref=ts](http://www.facebook.com/pages/Palm-Springs-Wedding-Event-Professionals/223792145158?ref=ts)



<http://twitter.com/#!/PalmSpringsWed>



[www.palmspringsweddings.wordpress.com](http://www.palmspringsweddings.wordpress.com)

**HELPFUL TIP:** If you have any difficulties with any of the internet links within this Newsletter, you can type the link address directly into your internet browser!

## Appreciation!

The **PSWEP** would like to say **THANK YOU** to Mellany Miller Photography for hosting the Monthly Mixer in August! [www.mellanymiller.com](http://www.mellanymiller.com)



Thank you to our Board President, Greg Frasier, Catering Sales Manager @ the Palm Springs Riviera for his contributions to the **PSWEP**. After nearly a year of service, Greg resigns his position effective August 2011. We appreciate all his efforts on behalf of the organization, and we wish him well. Michelle Stansfield, Director of Catering @ Miramonte Resort & Spa has stepped into the role of President, and Dave Rohr, Desert Floral Importers, has stepped into the role of Vice President for the remainder of the year. A full list of the current leadership is included on the front page of the Newsletter and can also be found on the PSWEP website!

thank  
you!

## Quick notes

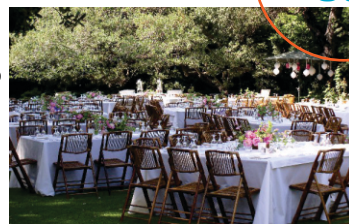
- Mark your Calendars: 2nd Wednesday of EACH month | PSWEP Monthly Mixers!
- Help grow **PSWEP**...bring a fellow wedding or event professional to the next mixer.
- Remember to follow **PSWEP** on Twitter & Facebook - link directly to us from the website!
- Follow other professionals on Twitter & Facebook – it's a great way to build your business!!
- Does your **PSWEP** profile reflect your "best foot forward" – checked yours out lately?

## Member showcase

**Signature Party Rentals** is a premier FULL service party rental equipment company located in Orange County and the Desert Cities. They cover all your needs from small intimate events to large galas. With a wide assortment of tents, tables, chairs, china, linens, lighting, dance floors, staging, and much, much more, they have what you need when planning your next soiree! Experienced Event Consultants will help you plan it all! Schedule your tour of their local or Orange County showroom to see what's in store! You can visit their profile on **PSWEP** website and their company website: [www.signatureparty.com](http://www.signatureparty.com) | Desert Cities: 760.863.0671 | Orange County: 714.545.6777

Signature  
style

bamboo folding chairs



amalfi lounge furniture



amalfi dining & lounge



tenting, linens, chairs, tables



## join today!



flair creative services | PSWEP communications partner  
888.253.0381 | [www.flaircreativeservices.com](http://www.flaircreativeservices.com)