

**December | 2011**

*Notes from the Board Room*

PSWEP would like to thank all our members, friends, 2011 mixer hosts and all our showcasing members for their support and participation throughout the year!

The year was full of many great new things for the Association. We were excited to have The Knot create a "Palm Springs" option on their interntaional website capturing couples specifically looking at PS as a wedding destination. We held our first **Educational Series** this past year highlighting topics in sales & marketing, social media, and wine & food pairings. The sessions were well-attended, and PSWEP is looking forward to the 2012 Educational Series with the first installment starting in February 2012. The PSWEP established a *Communications Program* designed to inform & share with members & friends through the Newsletter : **HIP | COOL | FUN News to Know** published monthly; QUICK Notes that highlight timely information; and stocking the Website Library with information at your fingertips! The Association also participated in the Annual "Show Me Palm Springs" event at the PS Air Museum hosted by the Palm Springs Hospitality Association. The event was attended by hundreds of hospitality professionals from across the Desert – just another way PSWEP continues to promote and gain exposure for our membership. 2012 is looking bright and will surely be filled with new achievements! The Board wishes everyone a fun, festive, and safe holiday season and a prosperous 2012!

*Marketing map*

**Palm Springs Life 2012 Weddings & Honeymoon Planner:** REMINDER that the annual Palm Springs Life 2012 Weddings & Honeymoon Planner publication will be out early 2012. The publication will be in both online and in print versions. The deadline to reserve your advertising space is Monday, December 26, 2011. Advertising rates are available in the PSWEP Website Library and through our PS Life Account Representative: Jennifer Allen | Direct: (760) 325-2333 X 332 or at [jennifer.allen@palmsspringslife.com](mailto:jennifer.allen@palmsspringslife.com). Keep in mind that PSWEP Members receive a 5% discount on advertising rates and an additional 5%, if you are a member of the Convention & Visitor's Authority, which is a great perk!

Please note that PSWEP has made a decision to redirect advertising dollars in 2012 away from *The Wedding & Honeymoon Planner* focusing on other opportunities including the intricate task of redesigning the Association website for a fresh, clean, contemporary, and more alluring website presence. It would be important to consider your advertising opportunities to ensure that you are listed in the publication, as well as online @ Palm Springs Life.com

*Membership*

**Membership Payment Plan Options:** The PSWEP is now offering *payment plan options* for existing members, as well as new members. **New Members** | \$225 for one category & \$25 one-time processing | \$30 each additional category. **Renewing Members** | \$225 for one category & \$30 each additional category. If you select to take advantage of the Payment Plan option, membership dues will be \$60/quarter for a total of \$240 for the year. Membership Renewal notifications will be generated electronically 30-days prior to membership expiration and are sent directly to the email address you are currently using in your Membership Profile. If you have any questions regarding your membership or membership fees, please contact Marc Lehman | Membership Chair @ [ashleyvideo@mac.com](mailto:ashleyvideo@mac.com)

**PSWEP Website Analytics:** Tracking continues on our website activity of our SEO and marketing efforts. For the period 10/21/11 - 11/16/11 PSWEP had **769 Visits**, and over 59% were **New Visits**. Here are some other interesting facts:

**Top Traffic Sources**

- Search Engines | nearly 50%
- Direct Traffic | nearly 27%
- Referring Sites | nearly 25%

**More Facts:** When visiting the PSWEP website, visitors viewed, on average, 5 pages per visit – this is sure to increase on the NEW website! We had nearly 4,000 page views during this period, which is up from the past two months.

**Big News!** With a *record* 9 nominees, we have elected 6 NEW board members to be announced at the **Holiday Mixer**.

*Social Scene*



The PSWEP Holiday Mixer will be held at the **Embassy Suites - La Quinta Hotel & Spa | Wednesday, December 14, 2011 @ 5:30pm -**

**7:30pm.** Join us in sharing our strength with those in need this holiday season. PSWEP will be hosting a FUN Raffle with great prizes...including the **NEW Apple iPad2** with WiFi & 32kb – you also receive lessons from the local Apple store on the "how to's" of the iPad! Raffle tickets are \$1.00 or \$5.00 for (6) tickets with all the proceeds from the holiday mixer benefitting our local charity - Shelter From the Storm – providing support services to women and children impacted by domestic abuse. If you have a raffle item valued at \$50 or more and would like to donate to a great cause, please contact Jeane Snavely-Harrelson @ [jsnavely@laquintaresort.com](mailto:jsnavely@laquintaresort.com) to share your donation.



**UPCOMING MIXERS:**

**DECEMBER 12-14-11** | Embassy Suites, La Quinta

\*\*PSWEP Holiday Mixer will benefit: *Shelter From the Storm*\*\*

## Appreciation!

- Thank you to Rudi Polak and **Villa Carmelita Estate | Palm Springs** for graciously hosting the Monthly Mixer in November –the House is spectacular, and our members were excited to see the possibilities. [www.villacarmelita.com](http://www.villacarmelita.com)
- Thank you to Chef Katherine King | **Katherine King Special Events & Catering** for providing the delicious hors d'oeuvres, decadent brownies, and great staff. Chef KK does full catering, gourmet-to-go, and a variety of other food services. She can be reached at [www.katherine-king.com](http://www.katherine-king.com)
- Thank you to Mellany Miller of **Mellany Miller Photography** for being a Showcasing Member @ November's Mixer! Mellany can be reached at [www.mellanymiller.com](http://www.mellanymiller.com)
- Thank you to David Madison from **Madison Workshop West** for being a Showcasing Member @ November's Mixer, and for providing the decorative florals! David Madison can be reached at [www.madisonworkshopwest.com](http://www.madisonworkshopwest.com)
- Thank you to Gina Leslie of **The WE Studio** for showcasing and providing the yummy cupcakes @ November's Mixer! The Studio can be reached at [www.theWEstudio.com](http://www.theWEstudio.com)

thank  
you!

## Kudos and Congrats!

- It's important to share the love with our fellow members! If you know of a member that has celebrated a major accomplishment or did something you feel is newsworthy, **PSWEP** invites you to share the news. With some of the best and brightest in the business, you know there is news to be shared. Please forward newsworthy "Kudos & Congrats" to [beinspired@weddingspalmsprings.com](mailto:beinspired@weddingspalmsprings.com)

## On the Move

- Help us stay up to date on our Members! Do you know a member that has recently moved to a new position? **PSWEP** would like to hear from you!! Please share any "On the Move" news with [beinspired@weddingspalmsprings.com](mailto:beinspired@weddingspalmsprings.com)

## Member Showcase

**Delightful Spa Journey** Delightful Spa Journey offers a complete *Day Spa* experience at the client's choice of venue. Do you have a client renting a private estate, DSJ will pamper them in the comfort and privacy of the Estate – never having to leave their slice of Palm Springs heaven. Providing a wide variety of treatments with the finest anti-aging spa products. Offering massages, body wraps, full-body exfoliations, and pedicures. The Holidays are a great time to give the gift of "relaxation" – you can never go wrong with pampering! You can contact Susana Ayala @ [delightfuljourney@gmail.com](mailto:delightfuljourney@gmail.com)

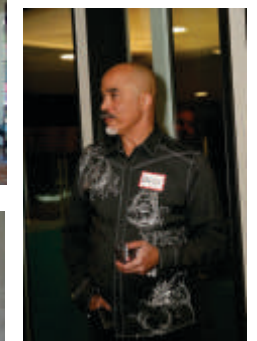
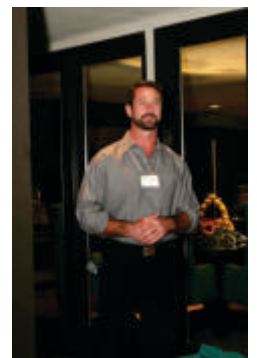


page two

## Mixer Highlights

### November Mixer @ Villa Carmelita Estate | Palm Springs.

A good crowd gathered at the famed Sonny & Cher Estate to reconnect, network, and enjoy delicious food prepared by Chef Katherine King. We had new members and new guests that shared in the festivities. The House boasts 5-bedrooms with the main House surrounding the pool deck. Villa Carmelita is available for vacation rental, as well as weddings & special events!!



FUN  
times!

two photos by | roger morales photography

photos by | mellany miller photography

# Wedding and Event Showcase



The PSWEP Wedding & Event Showcase is designed to highlight Member events!

For more information, contact the PSWEP Marketing Chair |

[beinspired@weddingspalmsprings.com](mailto:beinspired@weddingspalmsprings.com)

**Kailyn & Daniel Speer:** 11-11-11 was a big day for Kailyn & Daniel – they tied the knot at the picture-perfect **Citrus Club in La Quinta!** The bridesmaids wore soft pink strapless dresses that complemented the Bride’s elegant white gown. The aisle was blanketed with soft white petals and punctuated with tall planter boxes filled with a romantic collection of ruffled flowers in white and soft pink.

The **PSWEP** members that supported this beautiful couple:

- **The Citrus Club - La Quinta:** venue | catering services
- Wendy Dahl | **Dahl Wedding Company:** full service consulting
- Marc Lehman | **Ashley Video Production:** wedding day videography
- Michael Segal | **Michael Segal Weddings:** photography
- **JRussell Salon:** hair and make-up services



## Trending



### SOCIAL RESPONSIBILITY

Social Responsibility is something that touches everyone and encompasses a lot. This time of year, more than any other, we are all asked to share with the less-fortunate, give back and make a difference. But there is more to being ‘socially responsible’ than just giving money, food or clothing. The Bigger Picture spans to “green technology” “green events”, “eco-friendly”, and “sustainable products” to name just a few. Companies are getting more involved in the business of “making a difference” in grass-roots organizations, as well as global initiatives. It isn’t a new trend for Corporate America, but we are seeing more small business taking on a “social responsibility” business platform.

Within the event industry, companies are applying green practices to events by cutting energy use, actively recycling & repurposing items, utilizing compost-friendly meal products, requesting china & other rentals over disposable products, reducing waste, and partnering with other vendors that share the same philosophy. Although social responsibility can be costly in some aspects, companies are finding that these sound practices have increased business, in some cases, nearly 25% with clients seeking to partner with socially conscious vendors.

Practicing Social Responsibility can take shape in a variety of ways. Whether incorporating green technology throughout the everyday workday in the way of lighting, recycling, and car-pooling; or establishing a philanthropic component into an overall business plan, companies are making a marked difference and it is globally reaching Corporate and Small Business.

## Quick Notes

- With a new year approaching, be sure that your **PSWEP Business Profile** is updated with the correct information! It’s the “first impression” that can leave a “lasting impression”! Need help with your Profile, contact Gina Leslie @ [getcreative@flaircreativeservices.com](mailto:getcreative@flaircreativeservices.com)

## Calendar



- 12-08-11 | 5:00pm - 8:00pm**  
“walk of the inns | palm springs”  
[www.visitpalmsprings.com/event/walk-of-the-inns](http://www.visitpalmsprings.com/event/walk-of-the-inns)
- 12-14-11 | 5:30pm - 7:30pm**  
holiday mixer  
Embassy Suites | La Quinta  
register | [www.weddingspalmsprings.com](http://www.weddingspalmsprings.com)
- 01-05-12 thru 01-16-12**  
p.s. international film festival  
PS Convention Center | Palm Springs  
buy tickets | [www.psfilmfest.org](http://www.psfilmfest.org)
- 02-22-12 | 5:30pm - 8:30pm**  
educational dinner series  
“exploring topics” | TBD

page three



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