

July | 2011

Notes from the board room

As we continue with the Summer heat, keep in mind it is a great time to renew acquaintances with venues and other wedding & event professionals – although business may be on *cruise* here, doesn't mean that clients aren't "in search" of information and details for their upcoming events! Couples are planning for Fall, Winter, and Spring of next year, and the summer seems to be the perfect time. Let the **PSWEP** membership know what changes you have made to your services or pricing; share any new products or services; and let them know you are interested in sharing the "love"!



Signature Style: For couples, it's about punctuating their wedding celebration with simple touches that say: "this is our day!" Couples are changing it up from the traditional wedding reception. From the hip vibe of a casual lounge set-up, lavish designer dessert displays with tiny treats of yummy goodness, and the growing food truck craze serving up everything from sliders, street tacos, and exotic fare, couples are certainly doing it *their way*. Palm Springs is a great place to create that personal style. The "anything goes" attitude makes the job for the wedding & event professional exciting and refreshing!

Play with color: Selecting your celebration color palette is a personal one and sometimes driven by Company colors and brands. If you do have flexibility in the colors you choose, when dreaming of your color palette, consider the following:

1. To maximize your decor and overall budget, select a color palette that complements the venue you have chosen;
2. If the venue is a blank canvas, then consider your personal style and select colors that bring that style to life. A *garden soiree* palette may be very different from a *modern-contemporary* palette;
3. If your celebration is a wedding, it is also a good idea to consider colors that are complementing to your wedding party – you know...the ones responsible for wearing one or all of the colors you have chosen;
4. Finally, have fun with your color palette – it's a great way set the tone or mood of an event!

color splash

sunny disposition
yellow+platinum+gray



minty fresh
mint+coral+ivory



vintage playful
red+teal+white



naturally green
espresso+spring+leaf



popular combos

Social scene

Remember, our monthly Mixers are a great way to interact, network and stay abreast of all the "news to know!" If you are a member that would like to showcase your products and services at a future mixer, please contact Mellany Miller at mellany@mellanymiller.com.

Our mixers are open to guests and potential new members, so come and check us out and see how you can become a part of the organization and start growing your business!

Member showcase



Couture Makeup Artistry is one of the newest members of the **PSWEP**! Sarah Price, Owner & Make-up Artist, provides high fashion makeup design for all occasions. She specializes in weddings, prom, formal events, and photo shoot makeup. On location makeup application to enhance your natural beauty! Visit her profile on **PSWEP** website and her website: www.couturemakeupartistry.com | 619.992.2980

Foodie Stuff: The food trend continues to evolve when it comes to all things small. Everything made in miniature, small bites, and small plates allows guests to enjoy a wide array of flavors and dishes without filling up. The marriage of small plates and buffets are gaining popularity, which can add interests, a bit of nostalgia, and a "fun" component to any event. Another popular trend is family style dining delivering platters of menu fare to individual tables. Consider family-style dining for your event for a cozy and casual vibe.

Calendar



08-10-11 | 5:30pm - 7:30pm
monthly mixer

09-27-11 | 5:30pm - 8:30pm
educational dinner series
"wine & food pairings"

Rancho Las Palmas Resort & Spa
register | www.weddingspalmssprings.com

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Marketing map

The **PSWEP** continues to reach out to gain market presence, exposure and to put the Association on the Map! Our Marketing Chair, Cheryl Jablow with Social Frog Design, has been spearheading the marketing efforts for the Association. She has been busy exploring and comparing marketing opportunities for the Association, and our individual membership to find the best options for a greater ROI. Our most recent venture with **The Knot** should prove to be beneficial to our Association as a whole, and those members that select to join. **The Knot** has added a specific Palm Springs & Desert Cities section, which focuses brides directly on our local talent! If you missed the June 30th deadline to receive the 15% off your listing, **The Knot** has extended the listing deadline with a **10% discount being offered**. You must sign on **no later than Monday, August 15, 2011!** A dedicated email will be sent with more specific information on how you can take advantage of this great offer to expand your marketing efforts.

Here is a glimpse at your Membership dues @ work and a quick list of other places **PSWEP** is showing up in print and online!

The Knot.com | Featured online in Palm Springs Desert Communities (upper RIGHT corner link)

The Bride and Bloom.com | Featured online in Palm Springs Desert Communities (new website being launched this summer)

MyWeddings.com | featured online in (3) Southern California Markets

Wedding Wire.com | featured online as an Association (direct links allowed for members only)

Palm Springs Life.com | Print ad and featured online

CVA The Palm Springs Desert Resort Communities Convention & Visitor's Authority | Print advertisement and featured online;

PSWEP Website | Direct link to Member Profiles – is your profile up-to-date and complete?

PSWEP Blog | www.palmspringsweddings.wordpress.com

PSWEP Facebook | www.facebook.com (Palm Springs Wedding and Event Professionals) Are you a fan yet??

PSWEP Twitter | www.twitter.com - (@PalmSpringsWed) Are you flying with us yet?

Appreciation!

The **PSWEP** would like to say THANK YOU to Shawna Salwinski from the Miramonte Resort & Spa for her work with the Association Board of Directors as Member-at-Large. Shawna has left her post with the Board, as well as the Miramonte to return to Aspen, Colorado. Her presence will be missed, but we wish her the very best in her new endeavors!

Thank you to Indian Wells Country Club and Nicole Reynolds, Private Events Director, for hosting the second installment of the **PSWEP Education Series** in June! Thank you to The Chic Geek for the informative and enlightening presentation on Social Media! **PSWEP** has already seen an increase in chatter on Facebook!

Quick notes

- Remember to follow **PSWEP** on Twitter & Facebook!
- Bring a fellow wedding or event professional to the next mixer.
- Follow other members on Twitter & Facebook – it's a great way to build your business!!
- If you are currently using the "OLD" Association logo (light green palm fronds) on your website or blog, please replace it with our "NEW" branding. Contact Cheryl Jablow at Cheryl@SocialFrog.com to request your updated logos.



Membership

For those that may have missed the announcement and reasoning for our recent name change from the **Greater Palm Springs Wedding Association** to the **Palm Springs Wedding and Event Professionals**, it was a calculated move to redirect our focus and broaden our market. Many of our members offer products or services for events other than weddings, and we feel it is important to let that be known to the community and any potential clients at large. We will continue to advertise heavily in the wedding market but going forward we will explore avenues that will draw business for our members from the larger event market as well.

In the spirit of change, there are two things you should consider doing:

1. Update your **PSWEP** online Profile to mention your "Event" services as well as your Wedding services.
2. If you have any relationships with other professionals in the Event Services Industry, recommend that they join the **PSWEP**. Remember, the larger our Association is, the more resources we have, the more impact we can make, and the greater our success will be.

If you need assistance updating your Profile please contact Marc Lehman [760-673-7392] contactus@ashleyvideo.info) or Gina Leslie [760-775-9553] gina@flaircreativeservices.com) for help.

MEMBERSHIP RENEWAL REMINDER: It is important that you respond within a timely manner when you receive your *membership renewal notice* via email. The notices are automatically generated 30-days prior to your membership anniversary date. There is no "grace period" once your renewal deadline passes, and membership profiles are automatically removed from the Association website. So, don't skip a beat, and **renew promptly!** You can pay one of two ways: using a credit or debit card through a PayPal secured site, or by mailing payments to: P.O. Box 10374, Palm Desert, CA 92255. If you mail a payment, please notify Jim Kefford via email @ 4uidoweddings@gmail.com

join today!

