

November | 2011

Notes from the Board Room

The Nominations are in, and now it's time to make your important selections, as to which nominees are your top picks to help lead the PSWEP over the next two years!

And the Nominees are:

- Lisa Acosta | Rancho Las Palmas Resort & Spa
- Leticia Ayala | Signature Bridal & Tuxedo
- Sabrina Dimond | JW Marriott - Desert Springs
- Christina Ellwood | Desert Super Sitters
- Nicole Hughes | Indian Wells CC - Desert Falls CC - Mission Hills CC
- Olivia Prescott | Viceroy Palm Springs
- Sarah Price | Couture Makeup Artistry
- Michelle Stansfield | Miramonte Resort & Spa
- Jennifer Yount | Jennifer Yount Photography

The *Nominee Ballot* will be made available to **PSWEP** Members for making their selections to fill the (6) available Board positions. The current Board members that are continuing with their 2nd year of their two-year term are Jeane Snavelly-Harrelson, Marc Lehman, and James Kefford. Once the selections have been tallied, the Board will assign the specific positions to each Board member. The NEW Board of Directors will be announced at the December mixer being held at the Embassy Suites | La Quinta. If you have any questions, please contact Jeane Snavelly-Harrelson, **PSWEP** Secretary | jsnavelly@laquintaresort.com to make your selections | **DEADLINE: 11-16-11**.

Marketing map

Palm Springs Life 2012 Weddings & Honeymoon Planner: The annual Weddings & Honeymoon 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 will be posted 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. A separate **Quick Note** will be sent out along with the Advertising Rate Sheet. Keep in mind that **PSWEP** Members receive a **5% discount** on advertising rates and additional 5%, if you are a member of the Convention & Visitor's Authority, which is a great perk!

Membership

Membership Payment Plan Options: The **PSWEP** is always striving to improve the processes and support our membership as a whole. In that spirit, 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..

PSWEP Website Analytics: Tracking continues on our website activity to monitor the effectiveness of our SEO and marketing efforts. Month after month we have seen an increase in the number of "Site Visits" and also an increase in "Return Visits". For the period 9/26/11 to 10/26/11 **PSWEP** had **726 Visits**, and over 61% were **New Visits**. Here are some other interesting facts:

- Top Traffic Sources**
- Google directed | nearly 36%
 - Bing directed | nearly 6%
 - Direct Visit | nearly 26%
 - Boards/WeddingBee | nearly 7%
 - Weddings Palm Springs | over 6%

Good to Note: *Palm Springs Wedding & Palm Springs Weddings* are the two top internet search terms used when finding the **PSWEP** website.

Social Scene

The next **PSWEP** Monthly Mixer will be held at the **Villa Carmelita Estate** in Palm Springs | **Wednesday, November 9, 2011 @ 5:30pm - 7:30pm**. Come check out this cool Estate, once enjoyed by the famed Sony & Cher, available for special events and vacation rental. Enjoy tasty treats, network with old & new members, and enter to win fun prizes! If you are a member that would like to showcase your wares at a future mixer, please contact Mellany Miller, Social Chair | mellany@mellanymiller.com

UPCOMING MIXERS:

- NOVEMBER 11-9-11** | Villa Carmelita Estate, Palm Springs
- DECEMBER 12-14-11** | Embassy Suites, La Quinta

PSWEP Holiday Mixer will benefit: *FIND Food Bank & Shelter From the Storm*

Villa Carmelita Estate photo by | the WE studio



Appreciation!

The **PSWEP** would like to thank **Rancho Las Palmas Resort & Spa** for hosting the **PSWEP Educational Series-3 Dinner: Wine & Food Parings. Wilson Creek Winery** generously provided the wine to complement the great food prepared by Executive Chef Sean O'Connell. The event was a huge success, and everyone enjoyed the evening. Special thanks to **Signature Party Rental** for their continued support for the **PSWEP** and providing the beautiful linens for the event.

www.WilsonCreekWinery.com | www.rancholaspalmas.com | www.signatureparty.com

Thank you to **Jackalope Ranch Restaurant** for graciously hosting the Monthly Mixer in October – the food was fabulous and the company even better! www.restaurantsofpalmsprings.com

Thank you to Craig Michaels | **A Musical Affair Entertainment** for providing the music for the evening festivities. For all your entertainment needs, reach out to Craig @ www.musicalaffair.com

Thank you to **Roger Morales Photography** for not only being a Showcasing Member @ October's Mixer, but also providing the great photos from the event showing everyone having a great time! Roger can be reached at www.rogermoralesphotography.com



Kudos and Congrats!

● **Kudos to La Quinta Resort & Club** and the team at **Morgan's Restaurant** for winning *Best Restaurant with Private Dining* in California Meetings + Events Readers Choice Awards! <http://ca.meetingsmags.com/article/s-california-meetings-events-readers-choice-best-awards> | www.ca.meetingsmags.com. The same article highlights two of our Members as the top 2 "Best Rental Services" category: 1st Place: **Classic Party Rentals**, and 2nd Place: **Signature Party Rentals**! So for your event rentals needs, you are in great hands!

On the Move

● **Olivia Prescott** formerly from Olivia Prescott Events has joined the **Viceroy Palm Springs** team as their Catering Sales Manager. We wish you all the best and look forward to having you and the Viceroy Palm Springs as members.

Member Showcase

Daniel Levy Jewelry Daniel creates custom one of a kind fine jewelry designs and creations. With over 24 years of outstanding designs and many happy customers, Daniel Levy Jewelry has something for your next special occasion! Hey guys...the holidays are just around the corner!

Want to "pop the question"? Daniel shares a list of 100 Great Ideas for creative marriage proposals on his website. Here are just a couple, but you can visit his site to see more in-depth detail:

Scavenger Hunt of Memories

Recreate Your First Date

Fortune Cookie Proposal

How ever you choose, but when she least expects it!



You can visit Daniel's company website: www.daniellevyjewelry.com | 760.895.5255

Mixer Highlights

October Mixer @ Jackalope Ranch Restaurant. A great crowd gathered at the Restaurant to reconnect, network, and enjoy delicious food set under the wonderful desert sky. Guests got a chance to catch up with old friends and meet some new guests! Thanks again to **Roger Morales Photography** for providing the fun event photos below! It was great to see everyone, and we look forward to seeing all of you at Villa Carmelita Estate this month!



photos by | roger morales photography



Wedding and Event Showcase



Tara & Patrick: This Seattle-based couple exchanged vows and celebrated with family and friends at the charming **La Quinta Resort & Club!** Tara & Patrick aren't strangers to the Desert – the Bride's parents have a second home here, so it only seemed fitting to host their destination wedding in the Desert.

The color palette was a striking black|white|charcoal|dark plum with a splash of color accents of lemon yellow and apple green creating a simply elegant ambiance. Fun elements were woven into the festivities with a family photo display as guests arrived at the pre-ceremony location; A *wish bowl* for guests to share their best wishes for the Couple; "dressed up" lemons escorted guests to their dining tables; and everyone enjoyed the sounds of great music while nibbling on wonderful tiny treats from the custom dessert bar! **PSWEP** members that supported this stunning couple:

- **La Quinta Resort & Club:** venue | catering | accommodations | spa & salon services
- Cheryl Jablow | **Social Frog Designs:** full service consulting | invitations & all event print correspondence | "tiny treat" dessert bar design
- **Exquisite Desserts** | eleven wonderful petite desserts
- **Jennifer Yount Photography** | photography & photo booth

cheers!

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

For more information, contact Cheryl Jablow, Marketing Chair | beinspired@weddingspalmsprings.com

Trending

ENVIRONMENTS

Creating a casual lounge area for weddings and events isn't anything new to the scene, but it is growing in popularity and taking the idea of "environments" to new levels. Some couples are opting out of the traditional reception set-up, ditching the banquet rounds, and creating more elaborate conversation pods around the event space. This casual appeal also lends itself to the trends seen on the catering side of things with *all things miniature* and tray-passed soirees vs. the elegant plated affair. Elaborate designs are incorporating specialty lighting and projection to create scenes that envelop the guests as they kick back and enjoy the celebration. They may be sitting in a ballroom, but the images are creating a space that feels like they have been transported to a lushly landscaped garden. This transportation is heightened by the use of "scenting" – tickling the sense of smell along with the visual art. So, when you are creating your next Lounge setting, consider all the possibilities!

SPECIALTY LIGHTING The use of lighting has always made a significant difference in any wedding or special event, but in today's market, there are some great products designed to make it easier and more affordable. The use of LED lighting has taken center stage and provides great lighting options without the need for the costly generators to power the lights. The standard Par Can lighting may still have a place in the Staging arena, but for weddings and special events, the smaller, low profile LED spotlights are the way to go. The traditional "stringer lights" have even gotten a make-over utilizing LED technology. Custom pinspot grid lighting is a cool option for indoor and outdoor dining individually pinspotting each table from above or a warm and intimate effect. When you can plug over 200 LED fixtures into one 20-amp circuit vs. 4-6 Par Can fixtures, it seems to be clear that LEDs are here to stay!



Quick Notes

- **PSWEP** is participating in this year's *Show Me Palm Springs* event hosted by the **Palm Springs Hospitality Association** on Wednesday, November 9, 2011.
- **CUP OF JAVA!** [LIKE](#) us on Facebook and be entered to have a chance to be the lucky winner of a \$25 Starbucks Gift Card!

Calendar



- 11-09-11** | 5:30pm - 7:30pm
monthly mixer
Villa Carmelita Estate | Palm Springs
register | www.weddingspalmsprings.com
- 11-09-11** | 3:00pm - 6:00pm
"show me palm springs"
Palm Springs Air Museum | Palm Springs
- 12-08-11** | 5:00pm - 8:00pm
"walk of the inns | palm springs"
www.visitpalmsprings.com/event/walk-of-the-inns
- 12-14-11** | 5:30pm - 7:30pm
monthly mixer
Embassy Suites | La Quinta
register | www.weddingspalmsprings.com
- 02-22-12** | 5:30pm - 8:30pm
educational dinner series
"exploring topics" | TBD

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join today! the hip cool fun!

place to be seen.

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