

September | 2011

Notes from the board room

As you know, the **PSWEP** Board of Directors is responsible for the “business” of the **PSWEP** organization. They volunteer their time to support the activities and processes that are in place. They are always working on behalf of the **PSWEP** to gain exposure and grow the organization.

As we head into a new season, the **PSWEP** will have a couple of Board of Director seats available! Nominations will take place in October, so please start thinking about who you would like to see as part of the **PSWEP** Leadership, or nominate yourself, if you would like to serve as an active member of the Board. The term for each Board position is two-years, so keep that in mind when submitting your nominations. Once nominations are received, a Ballot will be distributed for making selections to fill the open Board positions. Once the selections have been tallied, the Board then assigns the specific positions to each Board member. The NEW Board of Directors will be announced at the December mixer. Please contact Jeane Snavelly-Harrelson, **PSWEP** Secretary | jsnavely@laquintaresort.com to include your nominations | **DEADLINE: 10-15-11.**

Eleven-Eleven-Eleven: What has the date **11-11-11** done for your business so far – we want to know? We all know that there are a variety of reasons couples may pick a certain date to get hitched! Sometimes it is as simple as helping the groom remember his anniversary by selecting an “easy to remember” date – other times it can be guided by religious beliefs. Whatever the reason, date often times plays an important role in the overall celebration.

The **PSWEP** wants to know how your business has been impacted by the “once in many moons” **11-11-11** date? Have you seen an influx of business; how many inquiries did you receive for service on this date; and did you specifically promote and advertise with a focus on the **11-11-11** date? We would like to hear from you! Please submit information directly to Cheryl Jablow, **PSWEP** Marketing Chair | beinspired@weddingspalsprings.com |

DEADLINE: 10-21-11

11.11.11
share your experience with us!

Marketing map

Website Re-design – For the past year the Association has been discussing the need for a fresh, new website to better serve our prospective clients and our valued association members. In our continued effort to attract engaged couples and event hosts, keep us competitive in the marketplace, and stay current with the ever changing world of the event industry, the **PSWEP** is thrilled to announce our new website redesign project. We are in the preliminary stages of selecting the best technical and design teams to best assist us in our efforts to bring you a fresh look and ease of functionality. Look for updates in the coming months!

Facebook Contest - We are getting close to **100** 'friends' on Facebook, and we thank you for your all the support! Let's not stop there – help us reach **125** 'friends' and each of you will be entered into a drawing to win a Starbuck's Giftcard! The faster we reach **125** 'friends', the faster you may be enjoying a few cups of java on us!

Membership

Good News - More Brides are using the PSWEP website!

At the beginning of summer we began tracking our website activity to see the effectiveness of our SEO and marketing efforts. The news is very good! Month after month we have seen an increase in the number of “Site Visits” (about 5% growth each month) and also an increase of the “Average Time Spent On Site”.

For the period 8/15/11 to 9/15/11 we had **742 Visits**, 56% were New visits, 44% were returning visitors. Nearly half of those visitors found us by using Google and Bing for their internet search. To take advantage of this traffic, we encourage you to make sure your profile is up to date. Ensure that your website link works and clicks through to your website, blog or specific page that you want potential clients to land on. To keep up **PSWEP** good ranking be sure to add a blurb and a link on your website linking back to the **PSWEP** website.

Social Scene

The next **PSWEP** Monthly Mixer will be held at the **Jackalope Ranch Restaurant** in Indio | **Wednesday, October 12, 2011 @ 5:30pm - 7:30pm**. Come check out the Restaurant's indoor & outdoor event space, enjoy great nibbles, network with old & new members, and enter to win fun prizes! If you are a member that would like to showcase your wares at this mixer or a future mixer, please contact Mellany Miller, Social Chair | mellany@mellanymiller.com

UPCOMING MIXERS:

- OCTOBER 10-12-11** | Jackalope Ranch Restaurant
- NOVEMBER 11-9-11** | Villa Carmelita Estate, Palm Springs
- DECEMBER 12-14-11** | To be announced

jackalope ranch
roger morales photography



Appreciation!

The **PSWEP** would like to say THANK YOU to Tony Bruggemans & Le Vallauris Restaurant for graciously hosting the Monthly Mixer in September! www.levallauris.com

Thank you to Lynne Lockwood | Harp Music of Romance for providing the eloquent sounds of her harp strings. Your music is always so soothing, and we appreciate your willingness to share with us. Reach out to Lynne @ www.harpstar4u.com



Kudos and Congrats!

Kudos to Michelle Stansfield, Director of Catering | Miramonte Resort & Spa for her recent distinguished designation of Certified Professional Catering Executive by the National Association of Catering Executives. The CPCE designation is the most prestigious and highly respected in the Catering & Event industries, and our hats go off to her!

Kudos to Le Vallauris Restaurant on their 39th season this year as one of the top restaurants in the Desert. We wish you the very best and look forward to many more years of culinary genius.

Kudos to fellow PSWEP member James Kefford, Officiant | 4 U I Do Weddings on his newest book: Champagne & Caviar...a memoir of travels and adventures around the world. You can order your copy today through Amazon or download to your Kindle!

Congratulations to La Quinta Resort & Club's Jeane Snavelly-Harrelson and her husband Eric on tying the knot this month – we wish you all the best.

Congratulations to Indian Wells Country Club's Nicole Reynolds-Hughes and her husband Brian – they walked down the aisle in August surrounded by family and friends..

On the Move

- Michelle Stansfield formerly from La Quinta Resort & Club is now the Director of Catering | Miramonte Resort & Spa
- Jeane Snavelly-Harrelson has moved from PGA West to Sr. Catering Sales Manager | La Quinta Resort & Club
- Nicole Reynolds-Hughes has added two additional Clubs to her title as Director of Private Events & Tournament Sales for the Indian Wells | Desert Falls | Mission Hills Country Clubs.

Member Showcase

Harp Music of Romance Lynne Lockwood has been delighting crowds with her harp in Southern California for more than 20 years. Her music ranges from Classical to Jazz Contemporary. A majestic harp elevates an occasion – adding a touch of romance to any wedding celebration. As a long-time resident to the Palm Springs area, Lynne has played an active role in the Wedding, Event & Hospitality industries both in entertaining and behind the scenes promoting and supporting the Desert and other fellow professionals. She spent many years as an active Board member for the **PSWEP** and is a true champion for the organization. The harp is romantic, and evocative with beautiful tones – enjoy Harp Music of Romance at your next event. You can visit Lynne's profile on **PSWEP** website and her company website: www.harpstar4u.com | 760.774.3538



lynne lockwood | harpist

Mixer Highlights

September Mixer @ Le Vallauris Restaurant. Old, New, and Potential members gathered at Le Vallauris Restaurant to reconnect, network, and enjoy delicious food. Guests entered to win the prize drawing that included great bottles of wine, two \$25 Starbucks gift cards, and other surprises. It was great to see everyone, and we look forward to seeing all of you at Jackalope Ranch Restaurant next month!



Wedding and Event Showcase



One of our own “says I Do!”: Our very own Board Secretary, Jeane Snavely and her husband Eric Harrelson celebrated their recent nuptials just before sunset at the picturesque **Citrus Club in La Quinta!** Jeane enlisted the help of a few **PSWEP** members to support her in pulling off this stunning soiree:

- James Kefford | **4 U I DO Weddings**
- **Signature Party Rental** | Indio
- **The Citrus Club** | La Quinta
- Sarah Price | **Couture Makeup Artistry**

cheers!

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

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

Trending

ideas
news
what's up!

VIDEOGRAPHY

MUSIC VIDEO: Although Video isn't new to the party, the usage of video has added some interesting elements to it's repertoire. One great element is the *Music Video* designed to capture you and your wedding guests in a less traditional fashion. A highly-edited cinematic journey choreographed to a specific song selection. The twist: you and your guests lip sync to the song, and the rest is left to editing genius. The end result is a unique presentation designed with a broader appeal for more than just the immediate family, and something you might even find yourself singing along with. Who knows...you might even be the next video to go viral on YouTube!

PROFESSIONAL MEETS DO-IT-YOURSELF: There is also a fun *DIY* video option that is sweeping the wedding scene! Professionally edited video at very affordable pricing. How it works: you rent one or more “shoot & share” video cameras and hand them out to the wedding party or friends – let them get up close and personal with the guests to capture fun and memorable scenes, and when you are finished, the cameras are returned for editing and final touches.

GUEST INTERVIEWS: Interviewing guests at weddings has come and gone in popularity, and it is once again gaining exposure with a few changes! **Ashley Video Productions** (a PSWEP Member) created a fun alternative to capturing those endearing sentiments being shared. Their “Confessional Booth” is fashioned after the ever-popular MTV technique. Guests are invited to step into the private booth and record their personal words – guest interviews are turned from a “bummer to a blast”, and the couple LOVEs the results!

SAME-DAY EDIT: Same Day video editing was almost unheard of several years ago in the wedding industry, now talented producers are delivering skillfully edited videos recapping the day to be played during the Reception. The ability to provide guests with an almost immediate visual of the day continues to WOW everyone with the technical aspect of the process, as well as being moved by the dramatic appeal.

Quick Notes

- Do you have suggestions for **PSWEP**, we would love to hear from you! Please contact any of our Board members to share your ideas! A full listing can be found on the **PSWEP** website under “Leadership”
- Mark your Calendars: 2nd Wednesday of EACH month | **PSWEP** Monthly Mixers!
- Remember to follow **PSWEP** on Twitter | Facebook | Blog and follow your fellow members, as well!
- Remember to keep an eye out for your Membership Renewal – a REMINDER notice will be sent 30-days from the due date, so don't hesitate!

Calendar

10-12-11 | 5:30pm - 7:30pm
monthly mixer

Jackalope Ranch Restaurant
register | 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

\$35 | rsvp members \$45 | non-rsvp & guests

join today!



place to be seen.

flair creative services | PSWEP communications partner

888.253.0381 | www.flaircreativeservices.com