

January | 2012

## Notes from the Board Room

PSWEP would like to wish everyone a happy, healthy and prosperous new year! 2012 should prove to be a great year for the wedding and event industries!

PSWEP would like to extend a special thanks to **Mellany Miller** | [Mellany Miller Photography](#) and **Cheryl Jablow** | [Social Frog Designs](#) for all the numerous hours they dedicated to their roles on the Board of Directors and to the Association as a whole. Mellany Miller first served on the Board as the Chairman for a two-year term where she successfully led the organization even with a limited Board and then moved into the role of Social Chair for the past year where she worked on coordinating our monthly mixers. Cheryl Jablow worked tirelessly on creating and supporting an active marketing campaign on behalf of the PSWEP and was responsible for exploring and promoting many of the current marketing/advertising opportunities for the organization. Cheryl was always the first one to raise a hand or step in when assistance was needed. The Board of Directors and the entire association tip our hats to both Mellany & Cheryl!

With that, we announce our new Board of Directors that is now in place - congratulations on their appointments:

- **Chairman** | Michelle Stansfield - Miramonte Resort & Spa
- **Vice-Chairman** | Marc Lehman - Ashley Video Productions
- **Recording Secretary** | Lisa Acosta - Rancho Las Palmas Resort & Spa
- **Treasurer** | Jim Kefford - 4 U I Do Weddings
- **Co-Marketing Chairs** | Sabrina Dimond - JW Marriott & Jennifer Yount - Jennifer Yount Photography
- **Co-Membership Chairs** | Nicole Hughes - IWW/DFCC/MHCC & Olivia Prescott - Viceroy Palm Springs
- **Social Chair** | Jeane Snavelly-Harrelson - La Quinta Resort & Club

## Marketing map

**Your Membership \$\$\$'s @ Work!**: PSWEP has begun discussions with **The Knot** to explore further advertising opportunities in 2012! Just another way PSWEP is putting your membership dollars to work!

**WEBSITE**: The NEW and improved website is just around the corner – due to hit the scene in February! With the NEW website will come NEW category listings. The updated listings will be designed to make it a more cohesive representation of the services provided. More information to follow!

## Membership

**REMINDER**: Many members will find their membership expiring soon. Don't let your membership lapse, you don't want to fall off the website especially during the "booking" season.

**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 fee | \$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. If you have any questions regarding your membership or membership fees, please contact one of our Membership Co-Chairs |

Nicole Hughes @ [nicole.reynolds@ourclub.com](mailto:nicole.reynolds@ourclub.com) or Olivia Prescott @ [olivia.prescott@viceroyhotelandresorts.com](mailto:olivia.prescott@viceroyhotelandresorts.com)

**Membership Benefits**: With a new, full board in place we are excited to employ a new strategy of increased marketing and increased membership of our association in the new year. As a PSWEP member you qualify for seasonal discount pricing with our advertising partners. We will be initiating a coordinated membership drive to increase our numbers which will give us more members to network with and more resources to use for increased advertising and promotion.

The Association is prepared to spend more money this coming year on advertising than ever before with an emphasis on internet platforms to reach brides locally and across the country. Just another membership benefit!

**PSWEP Website Analytics**: Tracking continues on our website activity of our SEO and marketing efforts. For the period 11/15/11 - 12/15/11 PSWEP had **545 Visits**, and nearly 60% were **New Visits = 326**. Here are some other interesting facts:

### Top Traffic Sources

- Search Engines | nearly 50%
- Direct Traffic | nearly 30% (up from last month!!)
- Referring Sites | nearly 22%

**More Facts**: When visiting the PSWEP website, visitors viewed, on average, 5+ pages per visit. We had nearly 3,000 page views during this period, which is good news.

## Social Scene

The PSWEP Monthly Mixer will be held at the beautiful **Indian Wells Country Club** | **Wednesday, January 11, 2012 @ 5:30pm - 7:30pm**. Start your *New Year* off with fellow PSWEP members and friends. Come enjoy good food, spirits and take a peek at our showcasing members! If you would like to showcase your wares at an upcoming mixer please, contact Jeane Snavelly-Harrelson @ [jsnavely@laquintaresort.com](mailto:jsnavely@laquintaresort.com).

### UPCOMING MIXERS:

- JANUARY 01-11-12** | Indian Wells Country Club - Indian Wells
- FEBRUARY 02-08-12** | The Lucy House - Palm Springs

## Appreciation!

- Thank you to **Embassy Suites Resort & Spa | La Quinta** for graciously hosting our Holiday Mixer in December – the food was good and your hospitality inviting. [www.embassysuites.com](http://www.embassysuites.com)
  - Thank you to Rand Larson of **Photography by Rand** for being a Showcasing Member @ December's Mixer! Rand can be reached at [www.photographybyrand.com](http://www.photographybyrand.com)
  - Thank you to Michael Capitanelli from **California DJ** for being a Showcasing Member @ December's Mixer, and for providing the sound system and fun photo booth experience! Michael can be reached at [www.californiadj.com](http://www.californiadj.com)
  - Thank you to Sarah Price of **Couture Makeup Artistry** for being a Showcasing Member @ December's Mixer! Sarah can be reached at [www.couturemakeupartistry.com](http://www.couturemakeupartistry.com)
- Thank you to those members and area friends that provided great prizes to be included in the
- Raffle Prize Drawing.

## 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@weddingspalsprings.com](mailto:beinspired@weddingspalsprings.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@weddingspalsprings.com](mailto:beinspired@weddingspalsprings.com)

## Member Showcase

**Madison Workshop West** Madison Workshop West specializes in creative and unique floral and event designs for every occasion. From small intimate gatherings to large wedding celebrations, **MWW** delivers in style. **MWW** offers full decor packages including flowers, linens, creative display items, and event lighting.

A specialty of **MWW** is the use of organic and rustic elements combined with the beauty of floral to bring an element of the unexpected to the table! You can contact David Madison @ [www.madisonworkshopwest.com](http://www.madisonworkshopwest.com)



photos by: the WE studio

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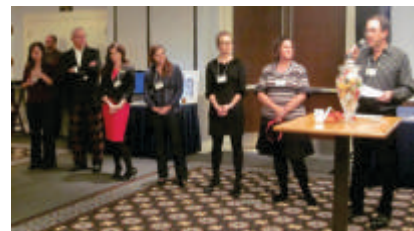


## Mixer Highlights

**December Mixer @ Embassy Suites Resort & Spa | La Quinta.** A festive gathering for a GREAT cause! The PSWEP raised \$500 for local charity: **Shelter From the Storm** - providing much needed services to woman and children plagued by domestic violence. The BIG grand prize drawing paid off for Jennifer Yount of Jennifer Yount Photography – as she was the winner of the iPad2! The holiday fare provided by Embassy Suites was great and a few of our members provided wonderful raffle prizes to add to the holiday mix. Michael Capitanelli | **California DJ** provided the sound system, music and fun photo booth experience along with Rand Larson | **Photography by Rand** and Sarah Price | **Couture Makeup Artistry** showcasing their wares.



photos by: social frog designs & the WE studio



# Wedding and Event Showcase



photos by: michael segal weddings

**jeff & nicole spah:** The happy couple celebrated their nuptials surrounded by 160 of their family and friends. Every little detail was in place thanks to the wonderful team of professionals that helped pull it off! With a color palette of Spring|Sand, the celebration was refreshing and fun. **Nine** of our **PSWEP** members supported this beautiful couple in celebrating in style:

- Gina Leslie | **The WE Studio:** venue sourcing | full service design & consulting | event lighting
- David Madison | **Madison Workshop West:** floral design & decor
- Marc Lehman | **Ashley Video Production:** wedding day videography
- Michael Segal | **Michael Segal Weddings:** photography
- Sarah Price | **Couture Makeup Artistry:** make-up services
- Samantha Ward | **Exquisite Desserts:** wedding & groom's cake
- Katherine King | **Katherine King Special Events & Catering:** sweet treats
- **Signature Party Rental** | tables, chairs, linens, dinner service ware, draping
- **Classic Party Rental** | specialty seating element



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)

## Trending

### LESS IS MORE...

Corporate and wedding clients alike are moving towards a "less is more" mentality over the "all out" galas. It doesn't necessarily mean that they are spending less, it just means the funds are being reallocated towards signature items and personal touches that make their celebration more personal. At least this seems to be trending in the Palm Springs area. Whether selecting a private venue or one of the beautiful resorts or boutique hotels that are available, simplicity is in the air.

The trend to bring organic items into the mix isn't new, but to toss flowers out all together for something more rustic like succulents, rocks and grasses punctuates a trend that leans towards a more natural appeal than the traditional floral arrangements. The ultimate trend for weddings and events will be looking to nature and the local landscape for inspiration on tablescapes and event decor. Florists and Event Designers are creating lush tablescapes that incorporate a variety of textures and elements that enhance the overall space versus transforming it into something completely different.

Take a look at the unique elements of a particular venue and create a way to weave that element into the overall event design. Rather than trying to hide an existing design element of a venue, designers are looking at ways to incorporate those "unmoveable" components into the overall event/wedding design. Whether utilizing a built-in buffet station for a wonderfully pleasing ice cream bar, or making a Pro Shop store front into a gallery of personal touches, embrace the existing surroundings and have FUN with it.

## 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"!



## Calendar

- 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)
- 01-11-12** | **5:30pm - 7:30pm**  
monthly mixer  
Indian Wells Country Club - Indian Wells  
register | [www.weddingspalmsprings.com](http://www.weddingspalmsprings.com)
- 01-16-12** thru **01-22-12**  
humana challenge (formerly bob hope classic)
- 02-02-12** | desert hot springs spa tour
- 02-08-12** | **5:30pm - 7:30pm**  
monthly mixer  
The Lucy House - Palm Springs  
register | [www.weddingspalmsprings.com](http://www.weddingspalmsprings.com)
- 02-11-12** | tour de palm springs
- 02-16-12** thru **02-26-12**  
modernism week
- 02-17-12** thru **02-26-12**  
riverside county fair & national date festival
- 02-22-12** | **5:30pm - 8:30pm**  
educational dinner series  
"exploring topics" | TBD



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