

WIPA

Wedding Industry Professionals Association

SOUTHERN CALIFORNIA

IN THIS ISSUE

02 MEET YOUR PRESIDENT

04 Introducing the 2025 Board

05 Bowled Over
We spare no details

06 Wildfire Assistance
See how our chapter will help

07 DEIB Corner

08 2025 COMING UP!
Important Save the Date



PHOTO - @GIRLSQUADMEDIA

GET TO KNOW YOUR PRESIDENT CAROL KEINER

We spent a few minutes, talking with your new Chapter President, Event Planner and Designer Carol Keiner

What is your company name and how long you have been in business?

I have been a business owner for 9 years, running my event planning and design company, The Blushing Details. We specialize in creating opulent, modern, and diverse events.

What did you do before entering the wedding industry?

I worked in Fashion and Creative Education for about 15 years and also owned a Dessert Catering business for 5 years before transitioning into the Wedding Industry.

What caused you to enter the wedding industry?

My diverse background in education and entrepreneurship has given me a unique perspective and the ability to blend creativity, organization, and attention to detail in my wedding planning work. After years of experience in the fashion and creative education fields, coupled with owning a dessert catering business, I found myself drawn to the wedding industry as a way to combine my passion for creativity with my love for helping others celebrate life's most meaningful moments. I thrive on crafting personalized and unforgettable experiences for clients, while ensuring that every detail is executed seamlessly.

What is the best thing about your job/business?

The best part of my job is bringing my clients' visions to life by creating romantic and timeless weddings that reflect their unique love stories. Being able to curate every detail, from the design to the execution, and seeing the joy and happiness it brings to my clients is incredibly rewarding. I take pride in making every moment of their special day as perfect and memorable as possible.

(cont.)

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What are you most excited about the 2025 board/your board position?

I am excited to surround myself with strong leaders who are dedicated to making a difference in their businesses and elevating the industry as a whole. As President of the Board, I look forward to providing knowledge and support that can truly empower others to thrive. I am passionate about creating a space for open collaboration, fostering innovation, and sharing valuable insights that will help all members grow both personally and professionally. Together, we can make a meaningful impact and set a positive example for the future of the industry.

Do you think 2025 will be different for our chapter? Why?

Yes, I believe 2025 will be a transformative year for our WIPA Chapter. My focus is on fostering diversity and inclusion, enhancing our membership program, and introducing DEI-focused events. I plan to improve, offer exclusive member benefits, and create unique networking opportunities. By leveraging the talents of our members and providing valuable experiences, I believe we can strengthen our chapter and elevate the wedding industry as a whole.

Final Thoughts

As a minority woman business owner in the wedding industry, I am deeply committed to creating an environment where diversity, inclusion, and collaboration thrive. Through my leadership as President of the Wedding Industry Professionals Association (WIPA), I will continue to advocate for an industry that celebrates the richness of all cultures, backgrounds, and experiences. At The Blushing Details, I've built my business on the foundation of creativity, authenticity, and empowerment, and I'm honored to bring these values to my work with WIPA.

Together, we have the power to uplift one another, inspire innovation, and create lasting connections that will shape the future of our industry. I am proud to stand as a leader, not only for my company but also for the WIPA community, where every member has the opportunity to grow, excel, and make a meaningful impact. Let's continue to build an inclusive and inspiring environment for all, where everyone is encouraged to thrive and make their mark on this incredible industry.



DIRECTORS OF THE 2025 BOARD (FROM LEFT)

DIVERSITY, EQUITY, INCLUSION & BELONGING

MICHELLE LANE

MARKETING/COMMUNICATIONS

CARISSA WOO

PROGRAMS

MARTINA DI NAPOLI

SECRETARY

DJ DAZZLER

MEMBERSHIP RETENTION

HILLARY ALBRITTON

IMMEDIATE PAST PRESIDENT

TRACY BOWLES

MARKETING/COMMUNICATIONS AT LARGE

MIKE MCCALED

PRESIDENT

CAROL KEINER

SPONSORSHIPS

MELODY PONCE

VICE PRESIDENT

JASMINE CLOUSER

MEMBERSHIP

TRISTA MCCrackEN

COMMUNITY ENGAGEMENT

BRITTANY DE LA VARA

TREASURER

ERIKA BOWERS

EDUCATION

DEE LEE

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PHOTO @CARISSAWOOPHOTOGRAPHY

Let's roll! Wedding industry members love to have fun! December featured a bowling party at Irvine Lanes, where members enjoyed networking, food, and some competitive team-building. Keep an eye out for exclusive members-only events in 2025!

Members-only events in WIPA are like the VIP lounge of the wedding industry. These events are smaller and more exclusive, giving you the chance to truly connect with other professionals who understand what you do. You'll pick up tips, learn new trends, and hear from some of the best in the business—all in a laid-back, supportive setting. Plus, it's a great way to level up your skills without feeling like you're stuck in a boring seminar.

The best part? These events are all about building real relationships. You're not just swapping business cards—you're having meaningful conversations that could turn into partnerships or collaborations down the road. WIPA's focus on creating a welcoming and diverse community makes these events even better. You'll walk away feeling inspired, supported, and ready to tackle your next big project. And we all need some inspiration from time to time!

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DONATION DRIVE



PASADENA
ROSEBUD
ACADEMY

FOR THE COMMUNITY
AFFECTED BY THE EATON
WILDFIRE.

MORE DETAILS AT
WWW.ROSEBUDACADEMY.COM

E



gofundme



Scan to donate to Pasadena 's fundraiser
"Support Rosebud Academy after the
catastrophic Eaton Fire"

Rosebud Academy has been a safe haven for many students, some attending since kindergarten. It has been the pillar of education in their community, serving over 300 students in grades TK-8 with a commitment to excellence, character, and cultural awareness. For years, it has provided a nurturing environment where students grow, thrive, and prepare for bright futures.

On January 8th, everything changed when their school was destroyed in the Eaton Canyon Wildfires in Los Angeles County. Now, more than ever, they need our support.

Let's come together as a community to help rebuild Rosebud Academy and bring life back to the place that means so much to so many.

More Details
www.rosebudacademy.com

DEIB CORNER

The wedding industry is built on celebrating love in all the beautiful ways it can exist. Every couple deserves to feel seen, valued, and respected throughout their wedding planning journey. By prioritizing diversity, equity, and inclusion (DEI), wedding professionals ensure that all couples—regardless of race, gender identity, sexual orientation, ability, religion or background—experience the same level of care and respect. Representation matters, and couples increasingly seek vendors who align with their values and respect their identities. Beyond being the right thing to do, embracing inclusivity also strengthens your business by expanding your reach, deepening client trust, and positioning you as a forward-thinking vendor in an ever-evolving industry.

Incorporating DEI into your business doesn't have to be complicated, but it does require intentionality. Start by using inclusive language in contracts, marketing materials, social media posts, and client conversations. This means moving beyond gendered terms like “bride and groom,” “bridal bouquet,” “bridal suite,” and “bridesmaids”—words that don't need to be gendered. Referring only to “brides” (only) on social media, for example, immediately excludes anyone who doesn't identify with that term. The addition of “Belonging” to “DEI&B” (Diversity, Equity, Inclusion, and Belonging) underscores the importance of making people feel welcome. Othering someone doesn't just cost you potential business—it actively makes someone feel like they don't belong or feel different. Instead, consider more inclusive alternatives: “couple” instead of “bride and groom,” “wedding bouquet” instead of “bridal bouquet,” “wedding suite” (or simply “suite”) instead of “bridal suite”, and “wedding party” instead of “bridesmaids.” Small changes like these help create a more welcoming and inclusive industry for all couples. Showcase diverse couples in your portfolio to ensure all love stories feel represented. Invest in education on topics like pronoun usage, cultural traditions, and accessibility to create an experience that makes every client feel comfortable. Small shifts can create meaningful impact, and when we lead with inclusivity, we help ensure that love truly is for everyone.

-**Michelle Lane**, WIPA SoCal Director of Diversity, Equity, Inclusion & Belonging

JOIN US AT OUR NEXT EDUCATIONAL EVENT & GALA

FOLLOW US ON INSTAGRAM **@WIPASOCAL** TO STAY IN THE LOOP FOR ALL UPCOMING EVENTS, INDUSTRY NEWS, AND BEHIND-THE-SCENES HIGHLIGHTS! DON'T MISS OUT ON EXCITING UPDATES AND OPPORTUNITIES TO CONNECT—FOLLOW US TODAY!

Q2 EVENT

WIPA MULTIPLE STREAMS OF INCOME AND BUSINESS PRACTICE

LOCATION: THE ATHENAEUM, PASADENA, CA
551 S HILL AVE, PASADENA, CA 91106

DATE: MAY 7, 2025

Q3 EVENT

WIPA SOCAL GALA

LOCATION: WESTIN ANAHEIM RESORT
1030 W KATELLA AVE, ANAHEIM, CA 92802

DATE: JULY 8, 2025

Q3 EVENT

WIPA DEIB EDUCATIONAL EVENT

LOCATION: CITY CLUB DTLA
555 FLOWER ST 51ST FLOOR, LOS ANGELES, CA 90071

DATE: SEPT 30, 2025

STAY TUNED FOR OUR MEMBERS-ONLY EVENTS!