

# WIPA

Wedding Industry Professionals Association

## SOUTHERN CALIFORNIA

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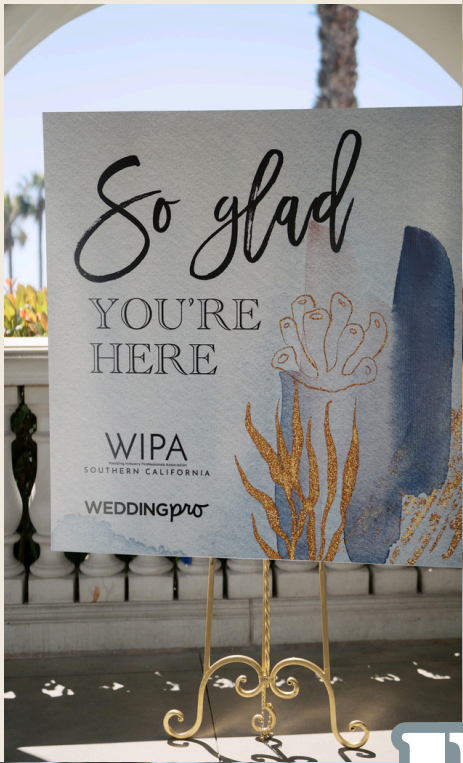
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PHOTO BY  
@LAVIE\_PHOTOGRAPHY



# BOOTCAMP BASIC TRAINING



PHOTOS BY @LEVIE\_PHOTOGRAPHY



## WIPA/WeddingPro Bootcamp

On March 18th, the breathtaking Hyatt Regency Huntington Beach Reort and Spa became the hub of creativity, connection, and learning as WIPA Southern California hosted its first quarterly event of the year: Wedding Pro Bootcamp, in partnership with @WeddingPro. It was truly a day to remember, filled with oceanfront views, engaging discussions, and meaningful networking opportunities.



The afternoon began with a warm welcome and a delicious luncheon, setting the tone for an inspiring lineup of speakers. Tom Chelednik, Director of Vendor Engagement at @theKnotWorldwide @WeddingPro, shared valuable insights in his session, “Master the Art of Booking More Clients,” leaving attendees motivated with practical tools for client acquisition and relationship building.

Next, Nayri Kalayjian, the celebrity stylist and educator behind @lovellabridal @WeddingFashionExpert, captivated the audience with her session, “Marketing in the Age of AI: Strategies for Wedding Pros to Connect with Couples.” Her innovative AI-driven marketing strategies and actionable insights sparked creativity and excitement.

The day concluded with a cozy post-event gathering for WIPA members, featuring s’mores, boba, and networking by the firepit—a perfect way to unwind and connect. The Wedding Pro Bootcamp was a celebration of learning, growth, and community, leaving attendees with fresh strategies, renewed purpose, and stronger industry connections. Thank you to everyone who joined and made this event a success!



MARCH 2025 WEDDINGPRO BOOTCAMP  
HYATT REGENCY HUNTINGTON BEACH RESORT AND SPA

EVENT PARTNERS

VENUE: @HYATTREGENCYHUNTINGTONBEACH @HYATTHBEVENTS  
SPEAKER: @TOM\_CHELEDNIK, @WEDDINGPRO  
SPEAKER: NAYRI KALAYJIAN @LOVELLABRIDAL @WEDDINGFASHIONEXPERT  
PHOTOGRAPHY: @LEVIE\_PHOTOGRAPHY  
VIDEOGRAPHY: @MIKEYRFILMS  
LINENS: @BBJLATAVOLA  
FLORALS COCKTAIL AREA: @OLIVIASMUM  
FLORALS BALLROOM: @FLOWERSBYMELIS  
DJ & AV: @ADM\_ENTERTAINMENT  
DJ & AV: @HONOREDOCCASIONS  
AV: @ENCORE\_GLOBAL  
RENTALS, DECOR, SIGNAGE: @ABOVETHETOPEVENTS  
CONTENT CREATION: @THESIRENANDCOFILMS  
PHOTOBOOTH: @LXPIXPHOTOBOOTH  
LIVE MUSICIAN: @HARTMANNIMUSIC  
PALETA CART: @LAS\_PALETAS\_CART  
DESSERTS: @CINDERELLACAKES  
S'MORE BAR: @HOLLYWOODCANDYGIRLS  
BOBA CART: @MYTEA\_USA  
GLASSWARE: @BAKERPARTY  
CUSTOM BAGS: @READY.SET.IMPRESS  
CUSTOM SIGNAGE: @ITZPERSONALBYMEL2024  
FASHION: @FRIARTUX  
MARQUIS SIGN: @LOLASLETTEROC  
PLANNERS: JASMINE @COUTURECAKERY  
BRITTANY @HYATTHBEVENTS, ERIC @EA\_SPORTS2.0

## DID YOU KNOW?

**YOUR WIPA MEMBERSHIP INCLUDES ALL OF THESE FEATURES ON  
WIPA.ORG!**

- EDUCATIONAL VIDEO LIBRARY (GUEST SPEAKERS!)
- CHAPTER BOARD DIRECTORIES
- MEMBER LIBRARY
  - LOGOS
  - MEMBER BADGES
  - SUBMIT MEMBER NEWS AND BLOG ARTICLES!
- WIPA FOR ALL - DISCUSSION BOARDS
- DIVERSITY EVENT CALENDAR
- MEMBERSHIP MANAGEMENT AND PAYMENTS
- AND MORE COMING SOON!

# Past Lives

If you ever need a good icebreaker question for networking, this is a fun one. Our board members didn't ALWAYS do weddings! It's a great convo starter!



**DIRECTOR OF PROGRAMS** - MARTINA DI NAPOLI  
Learned how to be on stage in a song & dance competition at age 5

**SECRETARY** - DJ DAZZLER  
First job was as a sales associate at Knotts Berry Farm



**MEMBERSHIP RETENTION** - HILLARY ALBRITTON  
Worked in a pet store, the technology sector, and even taught ballet.

**IMMEDIATE PAST PRESIDENT** - TRACY BOWLES  
Owned a clothing boutique at age 18  
Directed music videos, films, and also acted



**MARKETING COMMUNICATIONS AT LARGE** - MIKE MCCALED  
Was a sound/lighting director and assistant manager for the Improv comedy clubs for 10 years.

**DIRECTOR OF SPONSORSHIP** - MELODY PONCE  
Worked in a forensic psychiatric hospital. Is a registered dietitian and rides and trains horses.



**DIRECTOR OF EDUCATION** - DEE LEE  
Was a teacher for 13 years, worked at Disneyland, raced cars in sanctioned races, and drives fast!

**VICE PRESIDENT** - JASMINE CLOUSER  
Was a cheerleader at UCLA for two years. Go Bruins!!!



**DIRECTOR OF MEMBERSHIP** - TRISTA MCCRACKEN  
Started out her photography career as a Canine Action Photographer and traveled all over photographing at dog shows.

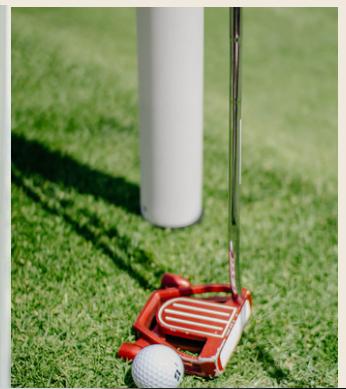
**PRESIDENT** - CAROL KEINER  
Past job was as a fit model in the fashion industry, trying garments during the design and production process to test the fit, comfort, and overall look of the clothing for designers.



**TREASURER** - ERIKA BOWERS  
In addition to being an award-winning planner, Erika is also a college professor.

**DIRECTOR OF MARKETING & COMMUNICATIONS** - CARISSA WOO  
Has an amazing podcast. Is a published author and recently was a speaker for WIPA Seattle!





# FORE!

Members enjoyed a beautiful spring day of networking, appetizers and fun on the golf course. Do you golf with your vendor friends?

VENUE - @sandimascanyonevents  
DJ - @Ultimate\_dj  
Photo & Video - @llenavidamedia



COMMUNITY  
*outreach*

**WIPA QUARTER TWO EVENT IS ALL ABOUT THE ANIMALS!**

The January wildfires affected many in the LA area, but some of the most helpless victims were animals—family pets that were lost, displaced, and often had to be abandoned by their families who had nowhere to house them. The Pasadena Humane Society stepped up and provided temporary and permanent housing for hundreds of cats, dogs, and horses.



The Pasadena Humane Society is accepting items for donations and we will be collecting them at the May 7th event at The Athenaeum. You can also contribute a financial donation at the links below. We will hopefully be organizing an in person volunteer day coming soon! Keep an eye out on @wipasocal.

**FOR ITEM DONATION WISH LIST:**

[WWW.PASADENAHUMANE.ORG/GIVE/DONATE/WISH-LIST/](http://WWW.PASADENAHUMANE.ORG/GIVE/DONATE/WISH-LIST/)

**FINANCIAL DONATIONS CLICK HERE**

## DEIB CORNER

### **Pride Is a Practice, Not a Post**

As a Queer wedding professional and the Director of Diversity, Equity, Inclusion & Belonging for WIPA SoCal, I love this industry—and I know we're capable of more than a once-a-year rainbow post for Pride.

Pride Month is more than a celebration. It's a tribute to the activists and trailblazers who fought—and continue to fight—for LGBTQIA+ rights, safety, and visibility. It's about honoring that legacy through action, not just aesthetics.

### **So here's my challenge to you:**

Audit your client and guest experience. Find the places where you're assuming gendered roles or using gendered terms. Look at your website, forms, signage, and social media. Are you referring only to "brides"? Using language like "bridal suite"? That's not failure—it's a chance to grow. Small language shifts can create space for LGBTQIA+ couples and clients to feel seen, respected, and truly welcomed.

True inclusion is a mindset shift. Allyship isn't just what you post in June—it's what you practice all year. Let your audience know in your actions beyond June that they're seen, welcomed, and valued. Keep the conversation going. Keep learning. Keep showing up.

Because it's not about being perfect—it's about being intentional. And when we lead with intention, we create a wedding industry where every couple feels like they belong.

In the July issue, I'll be diving deeper into the power of inclusive language. And in September, we're going even bigger with a DEIB educational event you won't want to miss. Get ready to be challenged, motivated, and inspired.

Because love deserves to be celebrated in every form. And everyone deserves to feel like they belong.

**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 Diversify and Thrive: Mastering Multiple Revenue Streams

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

## **Q4 Event**

WIPA Educational Event

Location: Sherwood Country Club

320 W Stafford Rd, Thousand Oaks, CA 91361

Date: Oct 30, 2025

**Stay tuned for our members only events!**