

GREETINGS FROM THE NATIONAL WIPA PRESIDENT

The Path We're Building Together



Hey WIPA Friends,

Lately, I've been thinking about direction.

Not next month's activities. Not the latest trends in the industry. But our direction. The direction WIPA is building as an association. One decision at a time. The kind of path that doesn't get built overnight. The kind that takes intention.

It may look like a handful of initiatives on the outside. A leadership retreat. A webinar. A conference. A booth at CaterSource. But when I zoom out, I don't see scattered efforts. I see alignment. I see us laying stones one at a time for a path.

And sometimes, the clearest example of who we are shows up when one of our chapters are carrying more weight than usual.

The Minneapolis Chapter (HELLO MINNESOTA!!!) is facing a season that is affecting wedding professionals on a personal level. Not "what if this happens" kind of talk. Businesses are being affected. Families are being affected. Teams are being affected, real people who make up this association.

Community cannot live in words alone. It has to show up in action.

National is sponsoring the registration fee for all Minneapolis members for their Q1 virtual educational program:

- Crisis Communication, Media & Trust in Uncertain Times, February 24 at 4:30 PM Central Standard Time.

This is tangible support.

I'm asking our membership to step up, too. The member's price for this incredible education is \$35; non-members pay \$50. Communicating clearly in the moments that matter most isn't limited to any one geographical area. It is taking care of your business. It is investing in your professional preparedness.

When one chapter is navigating something significant, we rally. We do not isolate them. We stand with them.

Details for registration are linked [here](#). I hope you will support your fellow members. I hope you will attend. And, when you're there, I hope you engage.

That is part of the community path we're building.

The same is true of our conference. Bringing our first national conference in August to Texas is not simply about adding another event to the calendar. It is about taking the powerful education and programming our local chapters deliver and expanding it to strengthen everyone collectively. Education is our foundation. Connection grows from that. Celebration follows naturally.

Our presence at CaterSource this year is another part of the path. Will we see you there? Look for WIPA at the Los Angeles Convention Center, South Hall, Booth #1429.

Being part of national conversations about where this industry is going matters. It inserts WIPA into the larger conversation. It lets our industry know that we see what is going on around us, and showing up matters. And, it's part of how we will impact the wedding industry.

Identity is part of the path.

In 2024, WIPA reestablished its original name. Wedding Industry Professionals Association, and with that, there were many parts and pieces to transition and compliance requests to adhere to. But we are happy that the last phase of completing this is the final membership vote. Soon, you will receive an inbox message about your valued membership vote on our formal name alignment with the Wedding Industry Professionals Association. Stay tuned.

February also holds significance in other ways. Black History month where stories, histories, and cultural contributions are honored and celebrated. Our industry is made up of people with diverse backgrounds, lived experiences, and narratives. We are not just wedding professionals. We are individuals with stories that shape how we create, lead, and serve.

That matters.

When I look at everything together, I do not see a reaction. I see intention.

The wedding industry is evolving. Expectations feel different from what they did even a year ago. That does not require panic. It requires preparation. It requires compassion. It requires a professional community that shows up for one another in real, practical ways.

We are building something that lasts.

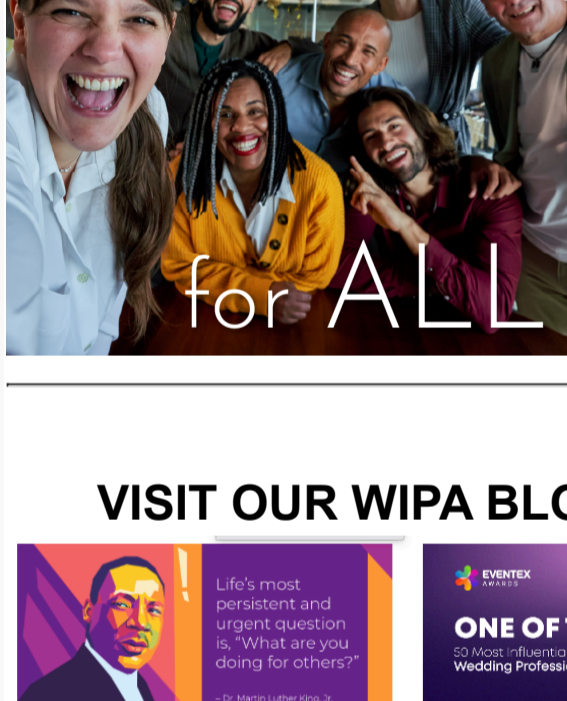
And we are building it together. Keep showing up for each other.

Jax

Jacqueline "Jax" Vizcaino
2026 WIPA National President

SAVE THE DATES! WIPA's INAUGURAL NATIONAL CONFERENCE

August 9-11, 2026 | Omni PGA, Frisco Resort



WIPA for ALL!

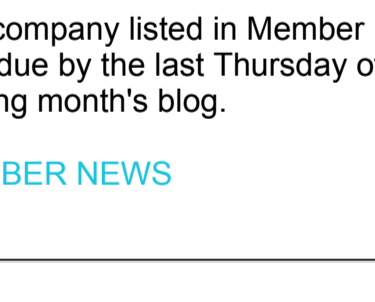
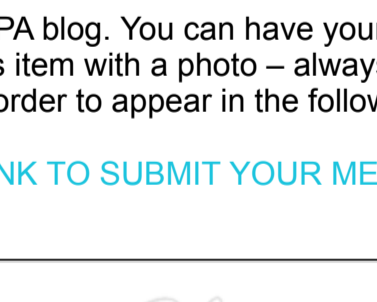
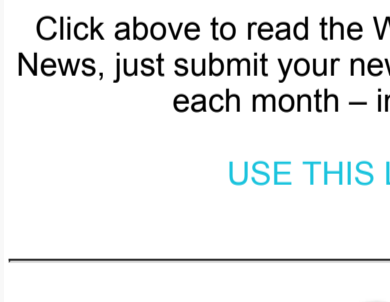
For planners. For venues. For photographers, caterers, DJs, florists, and creatives at every level.

Whether you're joining for the first time or renewing your commitment, WIPA connects you to education, leadership, and a national community that raises the bar for our entire industry.

Join. Renew. Belong.

[CLICK HERE](#)

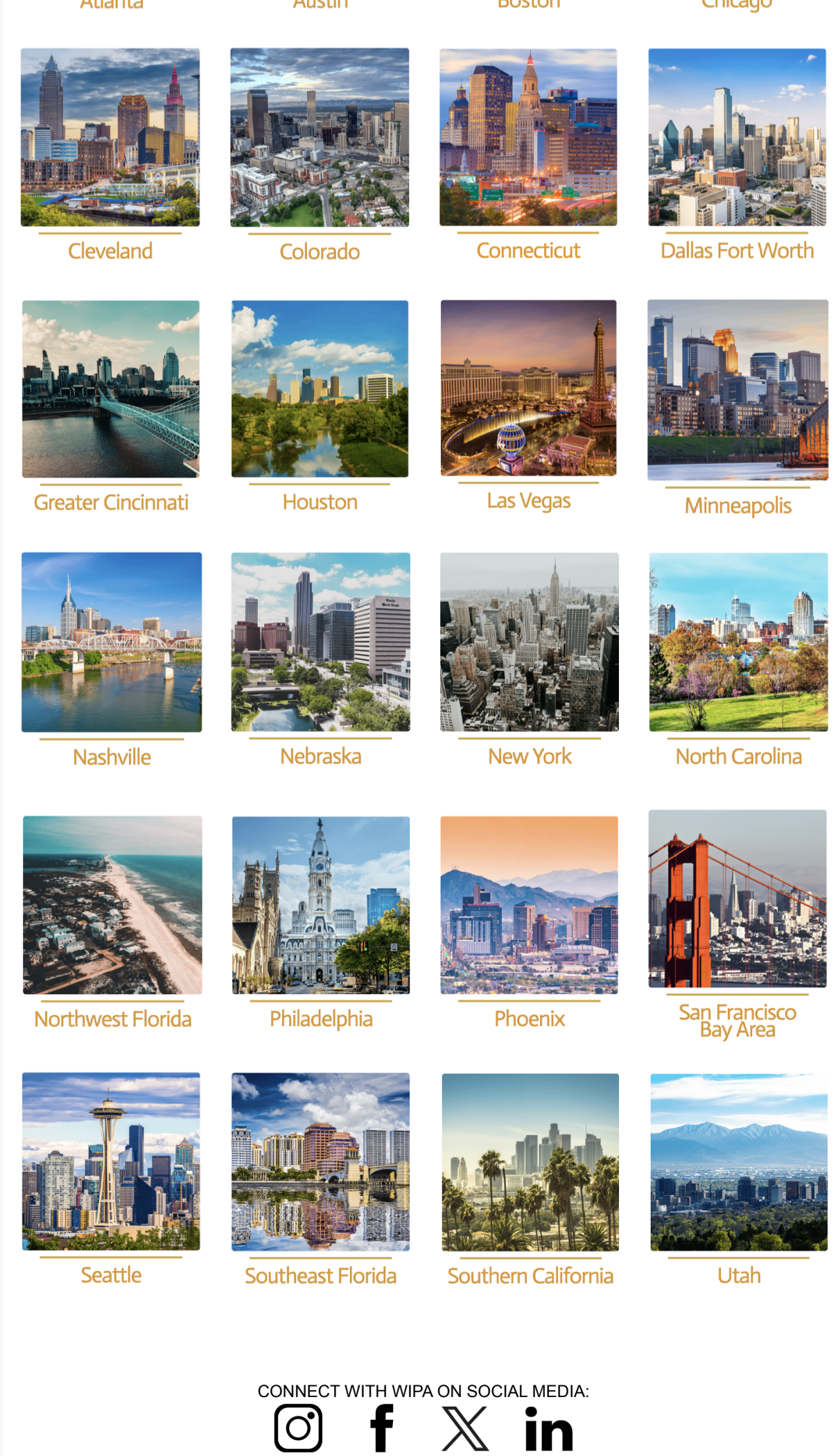
VISIT OUR WIPA BLOG FOR MEMBER NEWS



Click above to read the WIPA blog. You can have your company listed in Member News, just submit your news item with a photo – always due by the last Thursday of each month – in order to appear in the following month's blog.

[USE THIS LINK TO SUBMIT YOUR MEMBER NEWS](#)

Our Chapters



CONNECT WITH WIPA ON SOCIAL MEDIA:

