

## Let's Build Something Sustainable

### GREETINGS FROM THE NATIONAL WIPA PRESIDENT



Dearest gentle WIPA newsletter reader...I couldn't help myself. IYKYK

No, seriously, I hope you had a good chuckle, and this letter brings value.

I know March is Women's History Month, but hear me out - I absolutely love this year's theme for Women's History Month. "Women Shaping a Sustainable Future." Celebrating the immeasurable contribution women have had in creating the wedding industry we know today, while simultaneously using that as a launching point to encourage us to continue looking toward the future.

That being said, I believe that building a sustainable business is not just up to women. Business is not gender specific. I believe that EVERY SINGLE ONE of us in the wedding industry should be thinking about ways to do more than survive the next couple of years. It is crucial to the future of our industry that we all take steps to position our businesses to thrive, no matter what. We have done it before, we can do it again. Period.

#### What does "sustainability" really mean for us?

When I say sustainability, I'm talking about building businesses that can weather the storm. That has multiple, diversified revenue streams built in so that we can take care of our families, our teams AND continue to deliver unparalleled service to our clients...even when times are tough.

I know what you're thinking, diversification. Ugh! It can be easy to view diversification as this scary, overwhelming concept, and to be clear, weddings are not going anywhere. This is our industry and it will always be. Diversification is not about replacing what we do; it is about strengthening it.

But the truth is that there are SO many ways to diversify our businesses using what you already do every day. It can look like a planner launching a consulting arm for venues, a floral designer offering workshops and educational resources. If you're a makeup or hair artist, think virtual lessons or tutorials. Think commercial and headshot styling. Rental companies can leverage their existing inventory to offer staging and styling services for real estate showings, commercial showrooms, and film and photo productions. DJs and entertainment companies can expand into professional sports entertainment productions, podcast or voiceover work, or the curation of branded playlists for venues and businesses. If you're a baker, think about shippable baked goods gifting or specialty cake-decorating classes. If you're a videographer, there is a market for brand films and commercial production. Venues: rent your space out for corporate events, photo shoots, wellness retreats, etc., during your "off-season". If you provide childcare for weddings, consider partnering with a hotel concierge desk or offering your services for company conferences.

There are endless ways to leverage what you're already doing into new streams of value. This topic is just one of many that we, as industry pros, have questions about. Let's start talking with people in your market now, and how about in person with members from across all 24 WIPA chapters?

#### Where? At the WIPA National Conference, of course!

Ok, I know I got you hyped up about building sustainable businesses and even more excited about the pool of members you have think tank access to, but I'm sure you are waiting for the deets.

Registration is opening soon for our inaugural WIPA Conference, **Meet | Innovate | Elevate** in Fisco, TX, August, August 9-11, 2026.

When you're at the conference, you'll have access to educational sessions. You'll spend time with like-minded entrepreneurs who are just as passionate about honing in on their craft, growing and scaling a successful business as you are. You and I both know that much of the magic of conferences happens between sessions, when you're sitting around the lunch table, talking with another business owner or corporate member from across the country. When you're standing in the hallway and realize you have a solution to the problem your new friend just explained. When you're out late sipping wine and realize you just might change the wedding industry TOGETHER.

I can't wait to see you there.

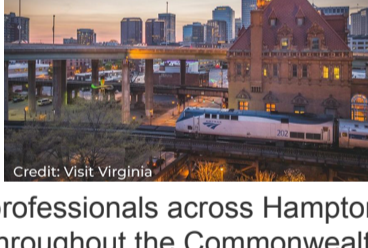
Jax

Jacqueline "Jax" Vizcaino  
2026 WIPA National President

## Member Benefits!

WIPA MEMBERS GET DISCOUNTED RATES TO WIPA EVENTS

#### MEMBER ANNOUNCEMENT



#### Virginia Has Entered the Chat

We're excited to officially announce the launch of **WIPA Richmond**, the 25th chapter of WIPA!

While this chapter is headquartered in Richmond, the chapter's mission is intentionally broader.

WIPA Richmond is committed to serving wedding

professionals across Hampton Roads, Charlottesville, Northern Virginia, and throughout the Commonwealth of Virginia, creating a connected, collaborative and inclusive community statewide.

We're thrilled to share that the first official event — the **WIPA Richmond Town Hall** — is planned for **April 14th**. More details will be announced soon, but for now, be sure to **Save the Date**.

WIPA Richmond looks forward to growing this chapter together and welcoming Virginia wedding professionals into the WIPA community. Stay tuned — this is just the beginning!

#### MEMBER ANNOUNCEMENT



#### Maximize Visibility & PR

Meghan Ely of OFD Consulting recently joined Michael Coombs on his podcast to discuss how to

**Maximize Visibility and PR Strategies in the Wedding Industry**. Additionally, she sat down

with the I Do Wedding Marketing Podcast to chat with Nina Addeo to chat more on **How Speaking**

**Can Elevate Your Wedding Business** in 2026.

Up next, Meghan will be traveling to London and Dublin to present at Wed Pros Live.

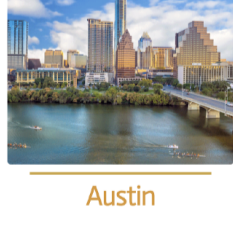
For more about Meghan's upcoming speaking engagements, please visit her [Wedding Industry Speakers](#) profile.

## Chapter News

CLICK EACH CHAPTER BELOW TO LEARN MORE



Atlanta



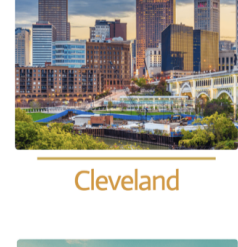
Austin



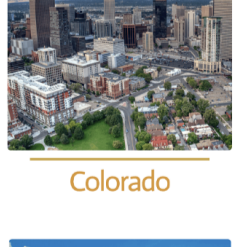
Boston



Chicago



Cleveland



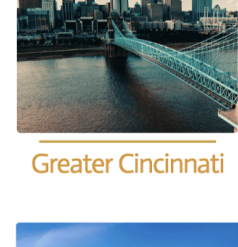
Colorado



Connecticut



Dallas Fort Worth



Greater Cincinnati



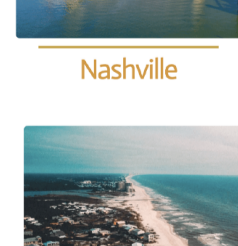
Houston



Las Vegas



Minneapolis



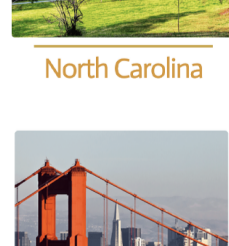
Nashville



Nebraska



New York



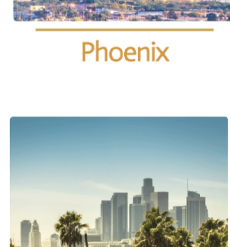
North Carolina



Northwest Florida



Philadelphia



Phoenix



San Francisco Bay Area



Seattle



Southeast Florida



Southern California



Utah