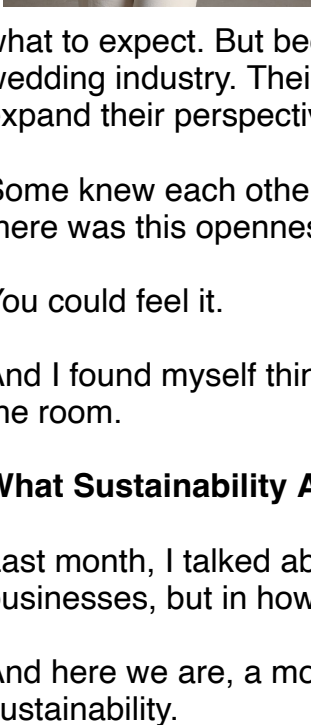


APRIL 2026

There's More Than One Way to Be in the Room

GREETINGS FROM THE NATIONAL WIPA PRESIDENT



Hi WIPA Members and Onlookers, (no judgment, I like to stay in the loop on things too)

The Room You Didn't Know You Needed

I'm writing this from Richmond, Virginia.

And I'll keep this part simple, because the moment spoke for itself.

The people of Virginia showed up.

Not because they had to. Not because they knew exactly what to expect. But because they wanted to be in a space that felt intentional for the wedding industry. Their industry. A space where they could meet new people, expand their perspective, and be part of something that felt like it mattered.

Some knew each other and had worked together before. Many hadn't. And still, there was this openness... this willingness to connect without pretense.

You could feel it.

And I found myself thinking: this is what it looks like when people choose to be in the room.

What Sustainability Actually Looks Like

Last month, I talked about building something sustainable not just in our businesses, but in how we show up in this industry.

And here we are, a month later, sitting in a room where the conversation was about sustainability.

The Flower Guy Bron wasn't surface-level. He was honest. He was grounded in what it actually takes to stay in this work long term.

Because sustainability isn't just about revenue.

It's about building something you can remain in. Something that supports you as much as you support it.

That's what I saw in Richmond. Not just a launch of a chapter, but a willingness to build something that lasts.

And it reinforced something I've been sitting with:

There's More Than One Way to Be in the Room

For some of you, that room will be your local chapter. The education you attend on a Tuesday afternoon. The conversations you didn't expect to have, but needed.

For others, that room will be our inaugural [WIPA National Conference, to be held August 9-11, 2026, in Frisco, TX.](#)

And what we're building there... It's exciting.

We're curating multiple speakers, breakout sessions, and layered education experiences designed to meet you in different ways. I'm sure the speaker applications that the Conference Education Committee will be reviewing have been thoughtful, and grounded in industry expertise.

We'll open the conference with our Monday keynote, **Daymond John**, whose perspective on business and longevity aligns more than you might think with where we are as an industry.

You'll feel the level of intention behind what's being built.

And at the same time, I understand how this decision can land differently depending on where you are right now.

A concentrated space. Multiple conversations. One place.

One perspective that stayed with me came directly from a member.

But I also want to say this clearly.

I understand that not everyone is in a position to attend.

And that does not make you any less committed. It does not mean you are not invested in your growth. It does not take you out of this community.

We Meet You Where You Are

If that means local chapter events, we'll meet you there.

If that means local chapter events and traveling to different chapters, we'll meet you there.

If that means local chapter events and the national conference, we'll meet you there.

If that means only the national conference, we'll meet you there.

If that means engaging in other spaces while staying connected to WIPA in any form, we meet you there as well.

There is no single path to the benefit of your WIPA membership.

What We're Building Next

The conference is one path. A powerful one. But still just one.

Again, we've opened the [speaker applications](#). I want to be intentional in how I say this.

If you have something to share, real experience, real lessons, real perspective, this is your invitation.

Not because of your following. Not because of your visibility. But because of your contribution.

The best rooms are built by people willing to pour into them.

And for those of you who are thinking beyond attendance, **conference sponsorship opportunities will be posted on our conference website.**

There are many ways to be part of a room like this. Not just by showing up, but by helping shape the experience itself. If you're looking for a way to be visible, to support, and to align your brand with what we're building, I encourage you to keep an eye out for what's coming.

This Is Yours Too

So whether your "room" right now is Richmond, Southern California, St. Louis, Southeast Florida, or one of the other 21 of the 25 chapters, a future conference, or a conversation you didn't plan to have... I want you to know this:

You belong here.

And what you choose to build from here does matter.

Jax

Jacqueline "Jax" Vizcaino
2026 WIPA National President

WIPA NATIONAL CONFERENCE

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AUGUST 9-11, 2026
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WIPA Wedding Industry Professionals Association

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WIPA FOR ALL

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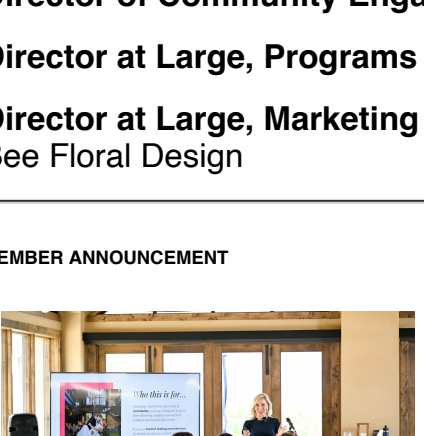
The WIPA Advantage!

MEMBERS BENEFITS YOU SHOULD BE USING

Educational Library

Event Calendar

WIPA Blog



Beyond the Details: The Human Side of Inclusion

By Andrew Weeks
WIPA National Board – Director of Community Engagement

You walk into a room full of people. What makes you feel welcome? What helps you relax, feel valued, feel like you belong?

The answers, not surprisingly, are different for all of us.

We each carry our own needs, anxieties, and lived experiences. Some have heavier lifts than others. So it makes sense there's no single solution.

[READ MORE](#)

The Spotlight

MEMBER NEWS, FEATURES & INDUSTRY RECOGNITION



WIPA Richmond Board of Directors!

With great excitement, the WIPA National Board of Directors welcome the newly formed WIPA Richmond Board of Directors. This accomplished group of professionals represents the passion, expertise, and leadership that continue to move our community forward.

We are pleased to share the full slate:

President - Amber Brady, Amber Justine Events

Vice President - Melissa Vine, The Hive Wedding Collective

Treasurer - Xiaoqi Li, Xiaoqi Li Photography

Secretary - Caitlin Cornett, Caitlin Wilcox Photography

Director of Membership - Christina Carter, Happily Hitched

Director of Membership Retention - Matthew Davey, Completely Celebrated

Director of Education - Jessie Linton, Glossamer Floral Design

Director of Programs - Alisha Brown, One Twenty West

Director of Marketing and Communications - Jennifer Bennour, Fete du Jour Events

Director of Diversity, Equity, Inclusion and Belonging - Amy McKenzie, Amy Cynthia Events

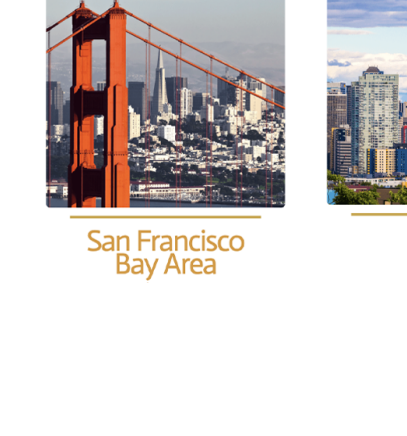
Director of Sponsorship - Lauren Jones, Bliss Event Collective

Director of Community Engagement - Jo Mahaney, Photography by Jo

Director at Large, Programs - David Floyd, Horizon Harbor Events

Director at Large, Marketing and Communications - Jessica Marro, Aster and Bee Floral Design

MEMBER ANNOUNCEMENT



Instagram Strategy & Business Growth

Elizabeth Marberry, Instagram strategist and speaker, recently returned from speaking at Wed Pros Live in London and Dublin, where she shared her signature strategies for using Instagram content to attract dream clients.

Up next, Elizabeth will be taking the main stage at [Social Media Marketing World](#) in Anaheim, California this April, where she'll be teaching her Reels to Revenue formula, followed by the [Wedding Show Producers International Conference](#) in the Bahamas this May.

She has also been invited back for her third year as a speaker at [Wedding MBA](#) this November, where she'll be sharing how to automate your Instagram sales funnel.

For more about Elizabeth's upcoming speaking engagements, please visit her [speaker profile](#).

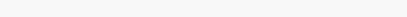
MEMBER ANNOUNCEMENT



Wynton Rayford is a Cleveland DJ

A seamless wedding reception depends on strong collaboration between vendors. DJs often serve as a communication bridge during the event, helping coordinate key moments like grand entrances, first dances, and speeches with planners, photographers, and venue teams. Clear timing and communication ensure that important moments are captured and transitions feel natural for guests. When vendors work together with a shared understanding of the timeline, the evening flows effortlessly. A collaborative approach allows couples to relax and enjoy their celebration, knowing their vendor team is working together behind the scenes to create a smooth and memorable experience. djrayford@djayford.com

MEMBER ANNOUNCEMENT



Friar Tux Featured!

Friar Tux was recently featured in [Retail Customer Experience](#) about their new Try-On with AI tool that allows customers to see how selected suits and tuxedos look within seconds.

Friar Tux is also kicking off Summer early with a stunning feature in [Black Bride](#), highlighting Alisha & Elton's destination wedding in Cancun, Mexico—a vibrant celebration of love set against a tropical backdrop. While beach weddings often lean toward tan or neutral suiting, this group took wedding party style to the next level. Their group paired [light blue suit jackets](#) with classic black tie pants and accessories, creating a refined, ocean-inspired look that perfectly balanced elegance and personality.

Across the Chapters

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

Philadelphia

Phoenix

Richmond

San Francisco Bay Area

San Francisco Bay Area

Seattle

Southeast Florida

Southern California

Utah