

Not For Everyone. This Might Be Your Sign Though.

GREETINGS FROM THE NATIONAL WIPA PRESIDENT



This industry has a way of testing people. The stakes are high, and who you are when no one is around shows up in ways you did not plan for.

The professionals who navigate it well are not always the most seasoned or well-supported in the industry. They are the most grounded. And a lot of that comes from who they chose to stay close to while they were building or reiterating, and who they continue to pour into even when there is nothing in it for them.

Community is not a perk. It should be a practice. The right room does not just celebrate you; it celebrates you, challenges you, refines you, and quietly raises the bar for how you move in this industry.

WIPA Is Not for Everyone. And That Is the Point.

You have heard this before I'm sure, if you are trying to reach everyone, the people you are actually for cannot hear you through the noise.

WIPA is for the wedding professional who is in the middle of developing something. Refining it. Growing it on purpose. Someone who already has the drive but wants to sharpen it alongside people who take this work just as seriously.

It is also for the seasoned professional who has done the work, built the reputation, and understands that energy is not random; it is transferred. They are not here to be convinced of their value. They already know it. They are here because they are intentional about staying close to what they value in their business, and they want to be in a room where that standard is shared.

Whether you are growing into your next level or protecting the one you have built, this community was designed with both of you in mind.

If that is not where you are right now, no hard feelings. Genuinely, it's all good.

But if it is, if any part of this is landing, keep reading.

This Season Is a Mirror

Summer is about to hit. School lets out. Schedules shift. Wedding season is running full speed. And somewhere underneath all of it, you are already doing the math on 2027.

Where are the bookings going? What needs to change? And when you think about where to invest in yourself, really invest, not just spend, the list gets shorter fast.

The professionals who look up in two years and feel like they leveled up were not lucky. They were intentional about who they stayed close to when it was busy and easy to coast.

August 9-11. Frisco, Texas. We Are Making History.

The inaugural **WIPA National Conference** is not just our first. It is a statement.

Education first. Speakers who have done the work, not just talked about it. Multiple tracks built for where this industry is going, not where it has been. And a room full of people who decided that this year they were not going to sit it out.

This conference will show the wedding industry what a professional association looks like when it is serious about its mission. WIPA is stepping into that role. Loudly. On purpose.

Speakers are being announced now. Tickets are available now.

The people in that room in August will be the ones who help define what WIPA becomes next. That seat is yours if you want it.

Jax

Jacqueline "Jax" Vizcaino
2026 WIPA National President

WIPA NATIONAL CONFERENCE

MEET | INNOVATE | ELEVATE

AUGUST 9-11, 2026
OMNI PGA FRISCO RESORT & SPA • FRISCO, TEXAS

CHECK
IT OUT
TODAY!

OPENING KEYNOTE SPEAKER

DAYMOND JOHN
SHARK TANK INVESTOR,
ENTREPRENEUR, AND FUBU CEO



**MAIN STAGE,
ELEVATED.**

TODD EVENTS
GENERAL SESSION
IMAGINEER & FEATURED
MAIN STAGE SPEAKER

SPEAKER NEWS



BECCA MAI
REAL TALK.
FRESH PERSPECTIVE.



JEN TROTTER
LONGEVITY WITHOUT
BURNOUT

THANK YOU TO OUR SPONSORS



The WIPA Advantage!

MEMBERS BENEFITS YOU SHOULD BE USING

**WIPA
Blog**

**Educational
Library**

**Event
Calendar**

Not a member? Join WIPA today to access member-only education, events, resources, and a national community of wedding professionals.



Raise the Bar.
WIPA FOR ALL

Professional standards.
Leadership. Growth.

JOIN HERE

The Business of WIPA

IMPORTANT UPDATES & INFORMATION FOR MEMBERS

Business License & Certification of Insurance

At WIPA, our membership standards are one of the things that distinguish our organization within the wedding industry. From the beginning, WIPA has required specific documentation as part of the membership process because these requirements are foundational pillars of who we are as a professional association.

The upload of a valid business license and current certificate of insurance are not simply administrative requirements, they help ensure that WIPA remains an organization built on integrity, accountability, professionalism, and credibility within the wedding industry.

These standards allow us to confidently say that our members are established professionals operating within appropriate business guidelines and committed to maintaining the level of excellence our community represents.

As part of our ongoing efforts to keep member records current and accurate, members will begin receiving notices requesting updated documentation when needed. We appreciate your prompt attention and partnership in helping us uphold the professional standards that continue to set WIPA apart.

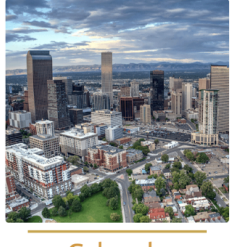
Thank you for being part of a community committed to elevating the wedding industry together.

Across the Chapters

CLICK EACH CHAPTER BELOW TO LEARN MORE



Atlanta



Austin



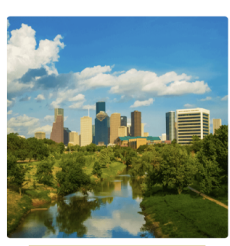
Boston



Chicago



Cleveland



Colorado



Connecticut



Dallas Fort Worth



Greater Cincinnati



Houston



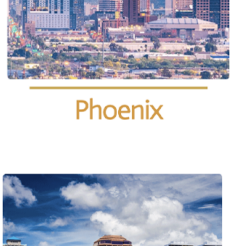
Las Vegas



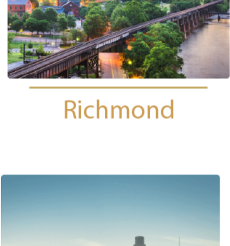
Minneapolis



Nashville



Nebraska



New York



North Carolina



Philadelphia



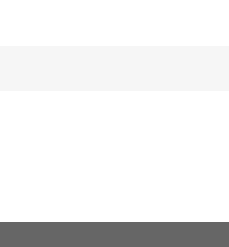
Phoenix



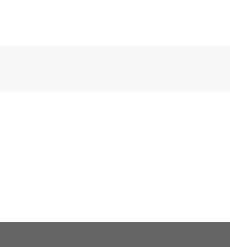
Richmond



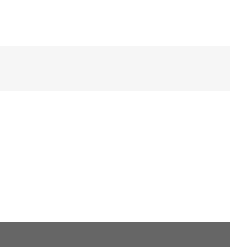
San Francisco Bay Area



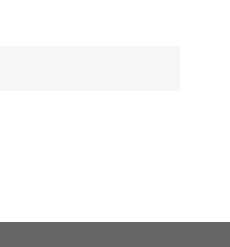
Seattle



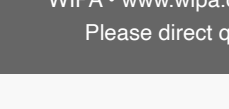
Southeast Florida



Southern California



St. Louis



Utah