



# Stitching Gumbo SCR Seminar 2014

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*Final Report*

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## Summary

The 2014 South Central Region Seminar was held Tuesday, June 10, 2014 through Saturday, June 14, 2014 at the Crowne Plaza hotel in Baton Rouge, LA. As host chapter, Louisiana Lagniappe (LaLag) had two goals, to make money for our chapter and region and more importantly, to be better friends after seminar than we were before. Too often, we have heard tales of divisiveness among host chapters, including LaLag in 1994. So we felt it was important to acknowledge the importance of our friendship and keep that in the forefront of our minds. We were successful in both counts.

## Structure

### Committee

Our committee was organized with Team Leads and Team Members. The five Team Leads; Treasurer, Dean of Faculty, Registrar, Hotel and Hospitality had a total of 12 Team Members reporting to them. The Vice Chairman had Region Day reporting to her. We were organized in this manner so that the Chairman did not have 20+ people reporting to her. She only had to contact 6 people to determine the “pulse” of the Seminar. The Chairman is a hands-off, macro-manager type of leader so each Team Lead was responsible for her “business”; and as long as she was in budget and completed her tasks on time, the Chairman (mostly!) did not interfere. (See appendix A for details.)

### Communication

Email communication was vital to the success of our Seminar; especially since the Chairman’s job required her to be working in New York City during the course of the Seminar planning. We created a Yahoo Group and encouraged Team Leads, Team Members, Chapter members and other interested parties to join. This made it simple to send an email to everyone by addressing it to the Yahoo group. We made extensive use of the files section; posting meeting minutes, reports, pictures of sample favors, etc. on the site. This allowed any group member to access any of the files 24/7.

We created alias email addresses for the Team Leads. Example: [faculty@scr2014seminar.org](mailto:faculty@scr2014seminar.org), [seminar.chair@scr2014seminar.org](mailto:seminar.chair@scr2014seminar.org), etc. This allowed the Team Leads to communicate to teachers, students and other parties while protecting their personal email addresses.

### Task List

The Chairman worked with the Team Leads in the winter of 2012 to develop a comprehensive Task List. This list enumerated the Tasks that needed to be done as well as a target begin and end date. Each Team Lead was responsible for her tasks as well as ensuring the tasks of the Team Members under her were completed on time. Each month, The Chairman would send the tasks to the Yahoo Group for the current and the next month.

### Meetings

We held meetings via conference calls once a month, on the 3<sup>rd</sup> Monday, to report on our accomplishments and to discuss items of interest to everyone. The Team Leads would return the task list to the Chairman by the 2<sup>nd</sup> Thursday with the proper designation for that month; Green (on target to complete on time), Yellow (may not complete on time), Red (will not complete on time) or Blue (Complete). The Chairman would then compile them together to prepare her monthly report. This exercise allowed the Chairman to easily keep abreast of the Team’s activities. When necessary, she would work with the Team Leads to add or remove

tasks and to adjust target dates. Occasionally, we would adjust resources. The Task List was a vital tool to keep everyone moving in the same direction.

The Team Leads and Chairman would prepare their monthly reports and submit to the Assistant Chairman who would bundle them and post to the Yahoo Group. Each participant was expected to download and read the reports prior to the call. The Team Leads would speak only if there was something to add to their report. Most of the time, the report stood so the calls would generally last less than an hour.

We held F2F (Face-to-Face) meetings 3 – 4 times a year. These meetings generally were to conduct business that was difficult to do over the phone, such as design the logo, examine pin and tote bag samples, and to conduct a debriefing on Seminars 2012 and 2013; capturing ideas on areas that were well done as well as things we would do differently.

## **Work sessions**

Work sessions to prepare and assemble favors, goodie bags and door prizes were held once and sometimes twice a month, beginning in July, 2013. These sessions were invaluable in getting these items finished in time. It also allowed for informal discussion and to arrive at consensus for topics of interest to Seminar.

## **Teams**

### **Treasurer**

#### **Facts**

- We paid the teachers a cash per diem to cover incidental travel expenses. This allowed us to easily budget Faculty expenses.
- We also offered another night's lodging to teachers who have a roommate. It will reduce your faculty lodging expense.
- About a month prior to seminar, the Treasurer emailed teachers outlining their anticipated expense totals by category, along with available supporting documentation.
- A prepared expense report (with supporting documentation attached) was handed out to the teachers at the Angel/Teacher meeting on Wednesday. All the teachers had to do was sign and return. The majority of teachers signed and turned them in at this meeting. The remaining teachers returned theirs by Friday. Checks were delivered to teachers on Saturday morning. This worked very well for us.

#### ***Merchandise Night***

- Seminar 2013 merchants were given a packet of information including a registration form for Merchandise Night 2014.
- Local and area shops were encouraged to purchase a table.
- Teachers and Region Chapters were also encouraged to purchase a table.
- We had a total of 14 whole tables and 1 half table sold.

#### **Hindsight, Tips and Tricks**

- The relationship between Registrar and Treasurer is critical as job responsibilities overlap constantly.
- Recommend using simple Excel bookkeeping/budget templates/spreadsheets as standard accounting method for all Seminars; Quickbooks was overkill.

- Boutique/Bookstore – establish method of daily sales reporting prior to seminar.
- Determine who is responsible for cash (Bookstore, Boutique and ticket sales) prior to seminar and check with hotel prior to seminar as to availability of safety deposit boxes.
- Set a deadline prior to seminar for committee chairs to submit reimbursement requests.
- Think ahead and do anything/everything you can prior to seminar to reduce work load during the event.
- Three hours was too long for merchandise night, but 2 hours is probably not enough. So we recommend 2 ½ hours.
- We sold only one half table. Recommend selling only whole tables.

## Dean of Faculty

### Facts

- Our Dean of Faculty did a phenomenal job of soliciting proposals! She sent requests for proposal via email to the teachers starting in February, 2012. She sent several reminder emails to all teachers. Additionally, many of us who had a personal relationship with a teacher sent a personalized invitation to propose and by October, 2012 we had received 232 proposals from 39 teachers.
- We conducted a survey at Seminar 2012 in Shreveport asking participants what techniques they would like to see offered at Seminar 2014. We tried to select classes that conformed to these percentages. (See Appendix B.)
- The Friday before our Saturday selection committee met, we had a “viewing open house” for Chapter members. Any member who wanted to come was welcome to view the proposals. She could also fill out a non-binding ballot of what she would choose if she were on the selection committee.
- We had 10 teachers in 9 classes per day. Michael Boren was unable to attend due to illness; however Carole Lake was able to teach the class solo. Per the contract, Carole was paid her contracted teaching fee and Michael was paid 25% of his teaching fee.
- We had two studio time class rooms. One quiet and one talking. One person used the quiet studio time for one day.
- We prepared welcome baskets for the teachers and dignitaries. The baskets contained edible items such as bottled water, juice, crackers, pecans, peanuts, pretzel sticks, etc.

### Angels

- The Angel/Faculty meeting was a success with the Angels fulfilling their duties with aplomb.
- We had a beautiful rhinestone pin for the Angels.

### Website/Brochure

- We did not print a brochure. Everything was on the website which allowed for updates as classes were filled or cancelled. And we could also change and add information as necessary. This also saved us quite a bit of money, allowing us to keep registration costs reasonable.
- The website was not fancy, using easy to read fonts and intuitive navigation.
- We created a PDF file which allowed the user to easily print a “brochure” at home.
- Each teacher provided pictures for the website. Initially, there was some concern about the quality and consistency of the pictures, but this proved unfounded.
- Have a small picture in the class description, but allow the user to open a larger version to see the details.
- Send a link to the teachers asking them to proof their biography and their class descriptions.

- Finally, PROOF, PROOF, PROOF! Ask everyone on the committee to review prior to going live.

### *Faculty Transportation Coordinator*

- We added this position when we heard that a previous Dean of Faculty made multiple trips to the airport to pick up teachers. However, it turned out we did not need this position as all teachers either drove their own car or flew into Baton Rouge and used the hotel shuttle.

### *Hindsight, Tips and Tricks*

- We originally contracted with 20 teachers in 18 classes per day. That was too many. We should have determined our breakeven point prior to selection and selected fewer classes.
- The Seminar website should be live **BEFORE** the call for proposals is sent out. This will enable prospective teachers to reference the website at their convenience for up-to-date information and forms.
- 
- We originally had a mechanism to register and pay online. However, it worked only if you used a computer. It did not work correctly when using a tablet; such as an iPad. This caused all sorts of problems. If SCR is to move to a true online registration system, a database/registration system should be acquired.

## **Registrar**

### **Facts**

- We had a total of 217 registrations, 177 participants, 25 cancellations, 5 vendors and 10 teachers. 161 of those had registered by June 30, 2013.
- There were approximately seven students who were unable to attend. Their kits and hospitality items were gathered in a box and sent home with a fellow chapter member or a family member.
- Since the Registrar and Treasurer lived in different states, the Registrar would make the deposits at the bank. Before depositing, she would scan the checks and send the image to the treasurer.
- Because of cancellations and low enrollment, we modified our budget from a breakeven of 200 to 175.
- The dietary restrictions meal cards we provided to the participants specifically said what the participant was to have for their meal. For instance, for a diabetic individual, the meal ticket said “Diabetic” and also said “Fresh Fruit for Dessert” or for those with allergies to seafood, the meal ticket said “Allergic to Seafood” and also said “Beef Only”. This meant the servers did not have to guess what to serve to the individual.

### *Notebook (The printed book each participant received at registration)*

- Keep the format simple with a font that is easy to read.
- The Seminar budget will determine how many pages will be in the notebook and whether or not it may include in color. We found the internet based *Overnight Prints* to be very affordable and within our budget for color. However, allow plenty of lead time. It took over two weeks to receive the books.
- The classes need to be cross referenced so you can look up a person’s name and find out what class they are taking OR you can look at the class attendees to see who is in your class.
- Selling ads is a good way to ‘fund’ the notebook but it also creates more work and increases the number of pages in the notebook.
- Wait until last to prepare the Table of Contents because of last minute changes in the Notebook.

- **Proof, proof, proof!** Have everyone review the notebook before going to print. Especially the Registrar to double check student and class information and Hotel to ensure room assignments and other relevant information is accurate.

### Hindsight, Tips and Tricks

- The Treasurer and Registrar must be very patient with each other as they each have half of the puzzle. The Registrar has the “people” numbers and the Treasurer has the “money” numbers. It can be a challenge to balance the two, especially during the registration period when not all of the fees have been remitted.
- We **STRONGLY** recommend that teachers are cancelled shortly after priority registration is over so that students are not invoiced for classes that eventually do not make. This **MUST** be written into the teacher contracts.
- There were five participants who took advantage of the two-day only and one-day only registrations, only two of these were LaLag members. We recommend this registration option be offered only if the local chapter has a large membership.
- We had many people who wanted to add extra meal tickets and tour tickets after arrival at seminar. We were not prepared to accept cash and we did not have a way for people to pay via their credit or debit card. Future seminars should consider using Square or another method of accepting card payments.

### Hotel/Event Planner

#### Facts

- We hired a professional event planner, Amanda Garcia-Slater. The money she saved us in our hotel contract more than paid her fee (\$250 per day on site plus expenses.)

#### Prior to Seminar

- In November, 2011, we visited potential hotels in Baton Rouge and settled on the Crowne Plaza. We formally met with the hotel staff in January, 2012 with Amanda and Region Director, Donna Hagamen. Amanda commenced negotiations with the hotel using our preliminary agenda and Seminar needs as a guide.
- Event space was required for: meals, bookstore, boutique, displays, merchandise night and pre-seminar mini-classes
- Total Cost of event space: \$1,000.00 plus tax and service fee
- Total Food & Beverage Expenditure required: \$19,000.00 plus tax and service fee
- We received the following perks from the hotel, which were allocated to Committee, Chapter and Region Board members as a reward for their hard work. This is a departure from previous Seminars who allocated the free rooms to teachers:
  - 13 complementary room nights
  - 30 room nights at \$90
  - 10 rooms on the Concierge floor
  - 2 Parlor Suites (allocated to Seminar Chair, Shawn Miller and Seminar Assistant Chair, Jane Major and Karen Hamilton, RD and Gwen Nelson, EGA President)
- Our Registrar and Hotel Chairs did a wonderful job of ensuring that all participants were either registered at the hotel or paid the facility fee.

- Review each Banquet Event Orders (BEO) very carefully when received and get as much detail in them as possible. There should be one BEO for each event, for every day of that event. BEOs are what tell the service staff what they are doing in each event space. It makes for fewer problems later, if the needs are clearly defined for all.
- Review the banquet menus carefully. Don't be afraid to work with the chef to create menus that fit the budget and suit the group and/or theme of the seminar. Set up a tasting for meal selection and to review table linen selections, if options are available. Consider napkin folds, as well.

### **During Seminar**

- Guestrooms – Room nights contracted 491/Used 539
- Guarantees given for meals averaged 182 per meal.
- Provided lemonade at Saturday afternoon break to meet our meal guarantee.
- Check each classroom before each event to make sure all is set as requested. Make changes as necessary with the facility staff.
- Visit each class once in the morning and once in the afternoon to confirm that all is well.
- Monitor and direct the meal service.

### **After Seminar**

- Review the billing carefully to ensure there are no mistakes.

### **Bookstore and Boutique**

- Our Chapter discussed at length whether to have a bookstore and boutique. We questioned the need to have one based on the ease of purchasing books and supplies on the internet. We decided to offer both a bookstore and a boutique as a service to the participants.
- We contracted with the *French Knot* from Diamondhead, MS to provide a boutique for 7% of gross sales plus three \$25 gift certificates to use as door prizes. The *French Knot* supplied the sales force.
- We contracted with *Ruth Kern Books* to supply the books for 12% of the gross sales plus three \$25 gift certificates to use as door prizes. We also contracted with Marie Labello, the sister-in-law of two of our members to supply the labor for the bookstore. Marie belongs to a librarian organization. They provided the labor in exchange for service hours.

### **Hindsight, Tips and Tricks**

- It would be nice if there were some way for participants to indicate they do not plan to attend a meal. This way, the seminar is not paying for meals that are not used.
- See Appendix C for a group profile.
- Bookstore and Boutique are a chapter only function. This means that all revenues and expenses associated with the Bookstore and Boutique are chapter, not seminar. We did not do a good job of defining the Chapter responsibilities of reconciling and depositing the Bookstore and Boutique revenues during Seminar. Fortunately, the Seminar Treasurer stepped in to ensure the money was secured during lunch and reconciled and deposited in a timely manner.

## **Hospitality**

### **Facts**

- The tote bags, pins and goodie bags were phenomenal and well received by everyone. The Hospitality Chair worked very closely with the promotional company to order save the date magnets, tote bags,

lapel pins and name tags. The company watched for sale items and vendor promotions. Because of this, we were able to save significant amounts of money.

- The tote bags and lapel pins were ordered in April, 2014 after registration closed. We ordered 225 tote bags and 250 lapel pins. 200 were needed but we decided to order at the price break numbers. The excess were sold at Merchandise Night.
- We were able to get several items donated for our welcome goodie bags. Water, crackers, hand sanitizers, pens, pencils, magnets, measuring tape, tissues, eye glass cleaner, threads/fibers to name a few!
- We started on favors 24-18 months before seminar. If chapter members are going to make any of the favors it needs to be done as soon as possible. Purchasing favors can get expensive and you may not have the budget for them. So decisions need to be made and then stick to them. Being in charge of favors takes a lot of time, research and planning. Extra favors were sold at Merchandise Night. Our favors were:
  - Thursday lunch: folding ruler and mini scissors
  - Friday lunch: mallet & magnet with seminar logo and stitching survival kit
  - Banquet: purple pin cushion, needle case & needles, laying tool, bee's wax
- The table decorations and meal favors were first rate. We decided to use the same base for every meal. Black "gumbo" pot with greenery. The Hospitality committee's organization skills shined as the tables were decorated and favors placed in record time.
- Everyone won a door prize. All of them were donated by members, friends and businesses. Letters were sent out in January to several businesses. We had several vendors who said yes but it took several calls and reminders to actually get the items. It was constant from April until seminar began to solicit, receive and prepare items.
- The Photo Opp area was a new addition to seminar. Ours was set up with a Louisiana theme and several props were available for pictures. A Facebook page was set up to share pictures. A sign on how to join was posted by the booth. Participants liked this new addition. This allowed several "photographers" to add to the page and build our album. We now have pictures posted online for sharing, memories and records!
- The bright green first timers' ribbons made it easy to recognize and welcome a first timer.
- Participation Certificates were issued to each student. They seemed to enjoy receiving them.

### *Opportunity Knocks*

- There were a total of 17 baskets, 15 of which were registered ahead of time.
- Most of the work for opportunity knocks will be done immediately before and during seminar. The pre-work suggested is preparing the tickets, containers for the tables to hold the tickets, and the containers that will be used for the drawings.
- A registration form was emailed to chapter presidents and chapter representatives approximately 5-6 months before seminar. This helps with the planning of table space and special needs (electricity). Do allow a little more space than requested as we found the baskets can take more space than anticipated. Be sure to allow space for containers on tables!
- Things we did that worked well:
  - Plastic shoe box containers for the drawings labeled with number and brief description of basket.
  - Have someone write down the basket number and the winner's name during the drawing (this will help when baskets are being claimed).

- During claiming of baskets have someone taking pictures of the winner by the basket. Great for records and memories.
- Each winner was given an index card with the name of the chapter's name, contact and mailing address (so a thank you note could be sent).
- Also, very important is getting the contact name and address of the donating chapter for the check to be mailed after seminar. We recommend this be added to the registration form! Your Treasurer will love you for it!!!
- Overall, \$4,418 was distributed to region chapters.
  - The big money maker was Austin Stitchery Guild (\$1313) who had three baskets. Their baskets were: Georgetown (\$603), Beaded Ornament Tree (\$562) and stitched American Patchwork (\$148).
  - Tip of Texas was next with their Lace Doily (\$423).
  - Red River's money tree brought in \$329.
  - Dallas Needlework & Textiles Vera Bradley bags brought in \$328.
  - Louisiana Lagniappe came in next with the Kindle basket (\$323).
  - The rest of the chapters made anywhere from \$111 to almost \$300.

### Volunteers

- Identifying where and when volunteers are needed in the preplanning is very helpful. Our volunteer coordinator did a good job with this. She made a spread sheet that helped everyone know when and where they were expected and if there were any blanks as participants arrived and offered to help they were able to be placed in areas needed.

### Hindsight, Tips and Tricks

- A Few Suggestions when naming a Hospitality Chair:
  - Must be organized, detailed and willing to **WORK!**
  - Must be an encourager!
  - Must be willing to step out of comfort zone...our Hospitality Chair was ALWAYS soliciting for donations. Keeping one of the end results of "we want to make money for the chapter" in the forefront! We quickly found out that everything costs more than you want to spend!!! And you need money to "just try" some ideas. Several times the ideas did not work but you don't know until you try! (Mostly favors and table decorations).
  - The Hospitality Chair should choose ALL of her team leads. Knowing individuals personalities and work ethics before assigning jobs is very helpful and important! This may save time that is very valuable when planning such an event.
- See Appendix D for sample forms and letters.

### Assistant Chairman

#### Facts

- Our Assistant Chairman took the minutes of the meetings. They were then published monthly in the Yahoo Group.
- In addition, she was there as a sounding board for the Chairman; listening to ideas and concerns and providing advice when requested.
- Because the Chairman worked out of town the Assistant Chairman filled in as needed.

## **Region Day (Tours)**

- Most people love the “sights and sounds” of South Louisiana. Since there has not been a SCR Seminar in South Louisiana for 20 years, we decided to offer three tours as our Region Day. They were:
  - A one day bus trip to St. Francisville for shopping and viewing historic homes
  - A half day bus trip to visit two churches that had extensive needlepoint collections
  - A two hour food preparation demo of a typical Louisiana food
- Each tour presented its own set of challenges.
  - The bus trips required contracts. For some reason the rental company had a hard time getting the paperwork ready. So our advice is to get a quote early and make sure the contracts come on time. Note that since this was Region Day the contracts have to be signed by a region representative.
  - We were able to have a great deal of help with organizing the tours through the local Visitor and Convention Bureau called Visit Baton Rouge. Our contact there helped to schedule the bus tours as she had contacts at the churches and the historic homes. The only difficulty there was that she wanted to schedule more activities than our allowed time span!
  - The food demo was relatively easy to arrange. It was a demo of the preparation of a local food and then lunch of that local food. We found that our meeting planner was a great help with the demo. She arranged for us to have a room for the demo and for us to have a hotel chef prepare the demo. This was a good arrangement as the hotel had enough food prepared ahead of time and enough wait staff to take care of serving.
- Our procedure for loading the buses was to have signs at the tour pick up point. As each person entered the bus, she was handed a small bottle of water and her name was checked off of the list of people on the tour. As soon as everyone was checked off the buses left giving us a few extra minutes. Once the bus was moving the cookies were passed out. We checked off names at every loading point so that we did not leave anyone behind.
- Each bus tour had a “leader”, a participant who was responsible for ensuring everyone got on the bus before departure. The Churches and Needlepoint had one leader while the St. Francisville tour had two leaders. In exchange for their service, each leader’s tour was complimentary.
- The Region Day Chair monitored the progress of the tours and alerted others to a late arriving bus.
- We had the following number of participants on each tour:
  - Cooking Demo – 27
  - Churches and Needlepoint – 22
  - St. Francisville - 39

## **Hindsight, Tips and Tricks**

- Be a good listener – People need to bounce ideas around without being criticized for speaking up. Brain storming is essential to the group so everyone has input in the process.
- Confidentiality – People sometimes say things in the ‘heat of the moment’ that don’t need to be repeated.

## Chairman

### Facts

- The Chairman was responsible for running the monthly conference calls and updating the task list.
- She also ensured that all tasks were completed in a timely manner and assisted with resolving any issues or questions that arose.
- During Seminar, a short meeting was held in the Chairman's suite each morning at 7:15 AM to review the day's activities. A debriefing was held each evening to discuss what went well and what we needed to change.
- Made announcements during the meals and the banquet.
- Announced the doorprize and opportunity knocks winners.
- The Chairman secured the banquet entertainment. We wanted to have Mardi Gras costumes on display since they are elaborately beaded and embroidered. We originally contacted a local krewe for assistance, but their promised assistance never materialized. Shawn contacted a long time friend of hers, Chris D'Arcangelo, whose three daughters were maids in the Krewe of Endymion. Chris graciously loaned the Seminar all three of the Maid costumes which were displayed in the Bookstore/Boutique area. The three daughters, Sherrie, Celeste and Nikki, attended the banquet and answered questions about their experiences during the cocktail hour.

### Hindsight, Tips and Tricks

- We had a theme for each meal. The song and activities revolved around the theme.
- Write a script for each day's meal. Plan who you will recognize at each meal and inform them ahead of time, so they will be prepared to stand. We tried to have at least one "participatory" recognition and one "honorary" recognition at each meal. Examples are: First timers and seminar committee (honorary) and EGA longevity (participatory). (See appendix E for scripts.)
- Plan, plan, plan. Once you know what you are going to do, you just have to execute.
- Let your committee chairs "run their own business". Admittedly, this was very easy for me as my committee chairs were the best!
- Be a cheerleader. Tell your committee they are doing a wonderful job. Everyone likes (and needs!) a compliment.

## Chapter Only Activities

### Tuesday Night Classes

- Approximately 37% of the participants took a Tuesday night class. We taught the following number of students in each class.
  - Chevron Bracelet (a beaded bracelet) – 20
  - Music Box (a crazy quilt music box) – 23
  - Laura's Leaves (a small canvas ornament) – 22

### Nametag Kits and Lanyards

- We sold two types of nametag kits, beaded and stitched, plus a beaded lanyard.
  - Beaded – \$40. Made 67 kits, sold 66 (one was kept for archive). Cost \$15.61 per kit.
  - Stitched - \$20. Made 50 kits, sold approximately 40. Cost \$5.22 per kit. (Antique buttons and Aida cloth were donated.)
  - Lanyard Kit - \$15. Made and sold 50 kits. Cost \$8.78 per lanyard.
  - Assembled Lanyard - \$25. Made and sold 20 assembled Lanyards. Cost \$8.78 per lanyard.
  - The nametag and lanyard were sold as a set for a \$5 discount at Seminar 2013 Merchandise Night only.

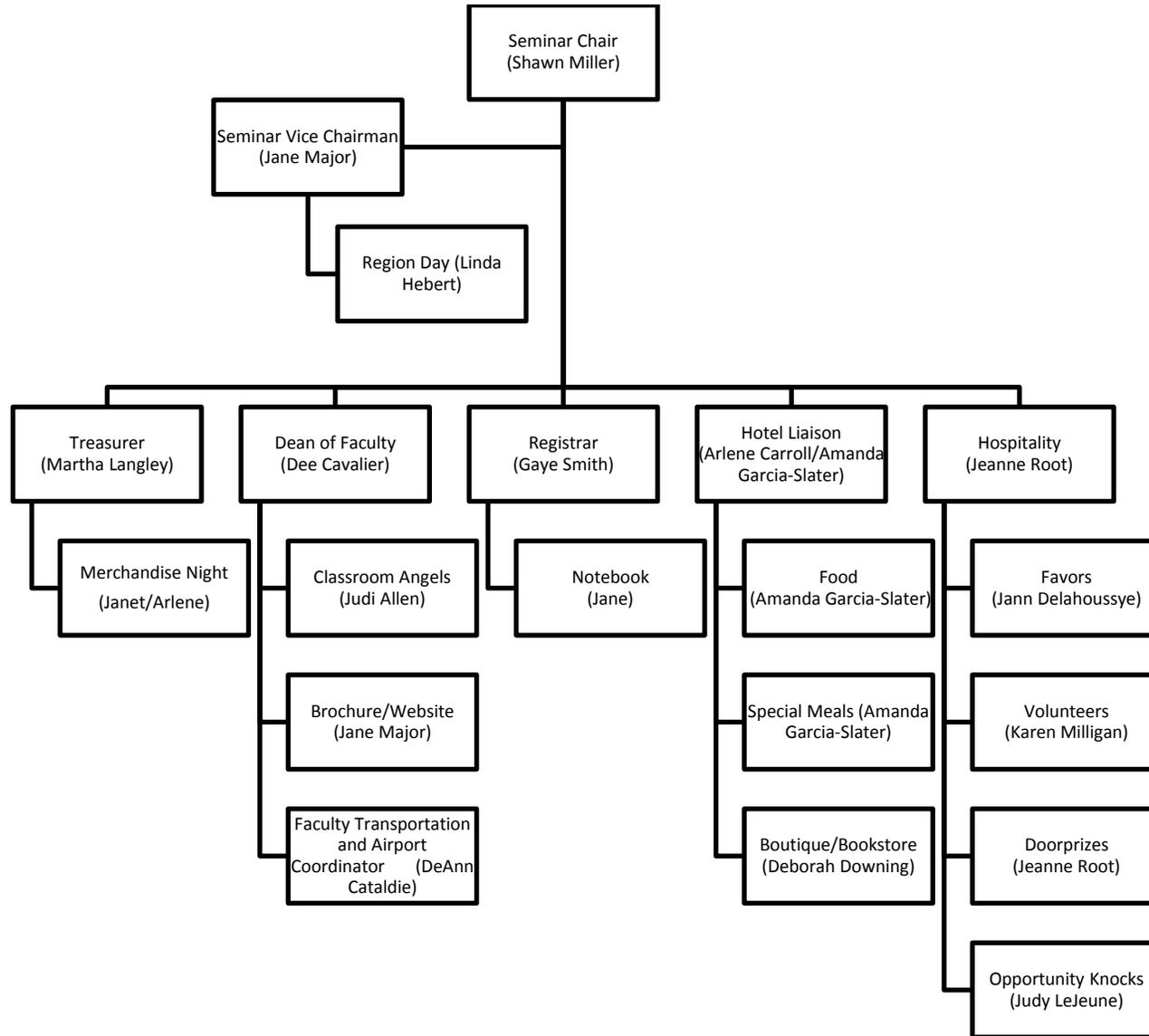
### Hindsight, Tips and Tricks

- Have all chapter only activities go through the Seminar account. It will make accounting MUCH easier!

### Kickback Party

- A party was held at the home of the Seminar Dean of Faculty, Dee Cavalier, for Chapter members and their families, faculty and invited guests. Approximately 60 people attended. Dee's brother and other family members cooked on the grill. Everyone had a fabulous time. It was a wonderful ending to a wonderful Seminar.

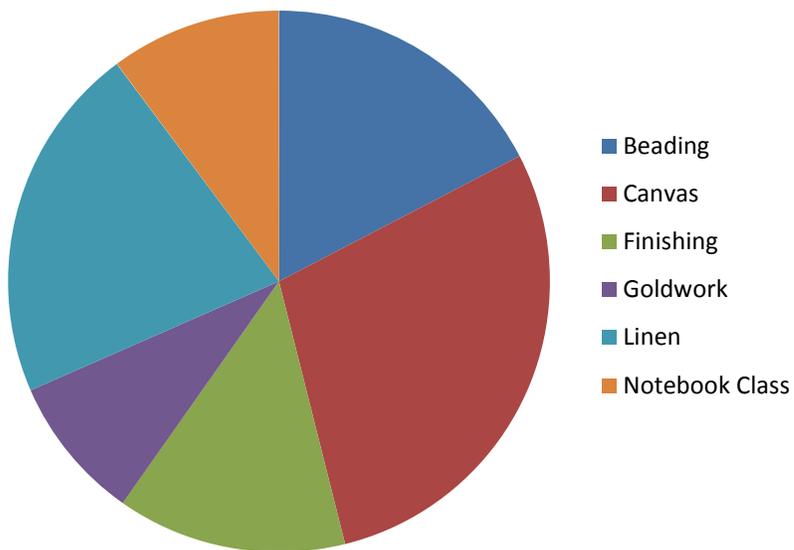
## Appendix A – Seminar 2014 Organization Chart



## Appendix B – Survey Results (taken at SCR Seminar 2012)

|        | Beading | Canvas | Finishing | Goldwork | Linen | Notebook Class |
|--------|---------|--------|-----------|----------|-------|----------------|
| Totals | 485     | 803    | 383       | 242      | 598   | 285            |

|                | Weighted Votes | Percentage | Ranking |
|----------------|----------------|------------|---------|
| Canvas         | 803            | 29%        | 1       |
| Linen          | 598            | 21%        | 2       |
| Beading        | 485            | 17%        | 3       |
| Finishing      | 383            | 14%        | 4       |
| Notebook Class | 285            | 10%        | 5       |
| Goldwork       | 242            | 9%         | 6       |
|                | 2796           | 100%       |         |



## Appendix C – Group Profile

This group consists of mostly women in the middle to upper income bracket in the age range of 30 to 80. Backgrounds vary from “stay-at-home” moms to professional women and men. All have a passion for embroidery.

The annual seminar is attended primarily by members of the EGA South Central Region, consisting of Texas, Oklahoma, Arkansas, Louisiana and Mississippi. There are out of Region attendees as well as non-members. Attendees come together to learn new techniques and methods of embroidery, renew old friendships and develop new ones. These goals are met by participating in hands-on classes, attending lectures and informal interactions with other attendees.

The attendees are mostly women and some will bring their spouses, depending on the destination. Approximately half of them will drive to the seminar location. Because of this, they tend to “pack heavy”.

They like to be comfortable and will bring a myriad of personal items. They will also bring all materials required for the class they are attending, i.e., small wooden standing frames, lamps, fibers, threads, scissors, books and other stitching related items. Their baggage can be bulky rather than heavy and also oversized. On move-in day, they require luggage carts and it is not uncommon for one person to require one entire cart, hence, many carts are needed on move in day. They also require assistance to transfer luggage to their rooms.

Approximately 20% of the attendees are mobility challenged and some may use scooters during the seminar. They will require additional time to enter the dining room for meals and a place to park the scooters. Meals usually provided are lunches and one reception and closing dinner/banquet

The seminar will usually be planned as a four-day event from a Wednesday through Saturday evening, with some events beginning on Tuesday evening. Attendance on Tuesday can be 25 – 35% of the total attendance. If there is a bookstore or boutique, they will use Tuesday to set up for opening on Wednesday.

Registration will be open on Wednesday. Arrivals on this day will usually be heavy all day, as most classes will begin on Thursday. There may be lectures and/or orientation meetings, tours or other events on Wednesday afternoon. Classes or Studio Time will usually be from Thursday through Saturday.

## Appendix D – Hospitality Forms and Letters



“Stitching Gumbo”

EGA South Central Region

To:

Re: Door Prizes and Favors

Embroidery Guild of America South Central Region Seminar 2014

“Stitching Gumbo”

Date: June 16, 2014

Dear

Thank you for your contribution to support the Embroidery Guild of America (EGA) South Central Region Seminar 2014. This event was held at the Crowne Plaza Hotel in Baton Rouge, LA on June 10-14, 2014. EGA is a national non-profit organization with a mission to educate and promote the Art of Embroidery and Needlework. We had approximately 200 participants that traveled from across the country to be a part of this exciting educational event.

Your support helped make this seminar a great success. All individuals and companies supporting this event were recognized during the program and listed in the seminar notebook.

A copy of this page is enclosed for you!

Please keep this acknowledgement letter for your tax records. The Embroiderers’ Guild of America is a 501(c) non-profit organization, federal tax identification number 72-1011756. The contribution you made is tax-deductible.

If you have any comments, suggestions or questions contact Jeanne Root by email ([jlroot@cox.net](mailto:jlroot@cox.net)) or phone 225-610-6444.

Your support is greatly appreciated.

Shawn Miller

Martha Langley

Jeanne Root

Seminar Chairman

Seminar Treasurer

Hospitality Chair



“Stitching Gumbo”

EGA South Central Region

Seminar 2014

<date>

<Vendor Name>

<Vendor Address>

Dear

Re: Door Prizes and Favors

EGA South Central Region Seminar <year>

<theme name>

The Embroiderers’ Guild of America (EGA) South Central Region will be hosting its annual seminar at the Crowne Plaza Hotel in Baton Rouge, LA on June 11-14, 2014. EGA is a national non-profit organization with a mission to educate and promote the Art of Embroidery and Needlework. We are preparing for 250-300 participants that will travel from across the region and country to be a part of this exciting educational event.

We will be giving favors to each participant during meals at Seminar 2014 on <dates> in <city, state> We would like you to consider donating <item and number of items>. All individuals and companies supporting this event will be recognized during the program and listed in the seminar 2014 notebook.

If you have any comments, suggestions or questions contact me by email <address> or phone <number>. Thank you for considering this request. Your support is greatly appreciated.

<signature>

<name>

SCR <year> Hospitality Chairman



Embroiderers' Guild of America, Inc.  
South Central Region Seminar 2014  
"Stitching Gumbo" Baton Rouge, LA

## Opportunity Knocks Check-In Form

*Thank you for participating in 2014 Opportunity Knocks!*

*Please fill out form and return to Opportunity Knocks Desk*

**PRINT ALL INFORMATION**

Chapter Name (will appear on check) \_\_\_\_\_

Contact Name \_\_\_\_\_ Cell Phone # \_\_\_\_\_

Mailing Address to send check

\_\_\_\_\_

Street

\_\_\_\_\_

City

State

Zip Code

## **Winner:**

Name \_\_\_\_\_ Cell Phone # \_\_\_\_\_

Chapter Name \_\_\_\_\_

Mailing Address

\_\_\_\_\_

Street

City

State

Zip Code

***Congratulations!***

*Thank you for participating in 2014 Opportunity Knocks.*

*As a kind gesture we encourage you  
to send a note of thanks to the chapter providing the basket.*

***Opportunity Knocks Basket # \_\_\_\_\_***

***Provided by Chapter \_\_\_\_\_***

***Please send acknowledgment to:***

***Contact Name: \_\_\_\_\_***

***Address: \_\_\_\_\_***

\_\_\_\_\_

***or email***

\_\_\_\_\_





"Stitching Gumbo"

EGA South Central Region

Seminar 2014

# **Certificate of Participation**

*Awarded to*

*for Participation*

*in*

***For the Love of Bugs***

# Appendix E - Daily Meal Scripts



1 Seminar Meals



2 Seminar Meals



3 Seminar Meals



4 Seminar Meals

Script FINAL - Thursd Script FINAL - Friday. Script FINAL - Banque Script FINAL - Saturd

**SCR Seminar 2014 Post Seminar Report.1**

**Baton Rouge, LA June 11-14, 2014**

|                          | Description                                    | Fee      | Count | Actual Count* | Count Difference | Budget      | Actual      | Difference   |         |
|--------------------------|--|----------|-------|---------------|------------------|-------------|-------------|--------------|---------|
| <b>Income:</b>           |  |          |       |               |                  |             |             |              |         |
| <b>Registration</b>      |  |          |       |               |                  |             |             |              |         |
|                          | Non Refundable Registration                    | \$55.00  | 175   | 202           | (27)             | \$9,625.00  | \$11,110.00 | \$1,485.00   | Split   |
|                          | Non EGA Member Non Refundable                  | \$56.00  | 1     | 1             | 0                | \$56.00     | \$56.00     | \$0.00       | Split   |
|                          | Non EGA joining LaLag Chapter                  | \$55.00  | 1     | 0             | 1                | \$55.00     |             | (\$55.00)    | Chapter |
|                          | 3 Day Registration (3 day and 2 + 1 day class) | \$360.00 | 115   | 101           | 14               | \$41,400.00 | \$36,360.00 | (\$5,040.00) | Split   |
|                          | 2 Day Class + 1 Day Studio Time                | \$345.00 | 28    | 32            | (4)              | \$9,660.00  | \$11,040.00 | \$1,380.00   | Split   |
|                          | 1 Day Class + 2 Day Studio Time                | \$330.00 | 17    | 14            | 3                | \$5,610.00  | \$4,620.00  | (\$990.00)   | Split   |
|                          | 3 Day Studio Time                              | \$315.00 | 9     | 25            | (16)             | \$2,835.00  | \$7,875.00  | \$5,040.00   | Split   |
|                          | 2 Day Class only                               | \$250.00 | 4     | 3             | 1                | \$1,000.00  | \$750.00    | (\$250.00)   | Split   |
|                          | 1 Day Class only                               | \$200.00 | 2     | 2             | 0                | \$400.00    | \$400.00    | \$0.00       | Split   |
|                          | Facility Use Fee                               | \$75.00  | 5     | 8             | (3)              | \$375.00    | \$600.00    | \$225.00     | Split   |
|                          | <b>Total Registration</b>                      |          |       |               |                  | \$71,016.00 | \$72,811.00 | \$1,795.00   |         |
|                          | Banquet Guest Tickets                          | \$65.00  | 2     | 7             | (5)              | \$130.00    | \$455.00    | \$325.00     | Split   |
|                          | Luncheon Guest Tickets                         | \$35.00  | 7     | 6             | 1                | \$245.00    | \$210.00    | (\$35.00)    | Split   |
| <b>Merchandise Night</b> |  |          |       |               |                  |             |             |              |         |
|                          | Whole Tables                                   | \$60.00  | 20    | 14            | 6                | \$1,200.00  | \$900.00    | (\$300.00)   | Chapter |
|                          | Half Tables                                    | \$30.00  | 5     | 1             | 4                | \$150.00    | \$30.00     | (\$120.00)   | Chapter |
|                          | Special Chapter Events                         |          |       |               |                  |             |             |              |         |
|                          | Chevron Ribbon Bracelet Class/kit              | \$35.00  | 20    | 19            | 1                | \$700.00    | \$1,020.00  | \$320.00     | Chapter |
|                          | Crazy Quilt Music Box Class/kit                | \$25.00  | 20    | 23            | (3)              | \$500.00    | \$771.25    | \$271.25     | Chapter |
|                          | Laura's Leaves Class/kit                       | \$15.00  | 20    | 22            | (2)              | \$300.00    | \$501.25    | \$201.25     | Chapter |
|                          | <b>Total Chapter Events</b>                    |          |       |               |                  | \$1,500.00  | \$2,292.50  | \$792.50     |         |
|                          | Region Day Events                              |          |       |               |                  |             |             |              |         |
|                          | Cooking Demo                                   | \$40.00  | 15    | 27            | (12)             | \$600.00    | \$1,040.00  | \$440.00     | region  |
|                          | Church Needlepoint                             | \$30.00  | 15    | 22            | (7)              | \$450.00    | \$630.00    | \$180.00     | region  |
|                          | St Francisville                                | \$60.00  | 15    | 39            | (24)             | \$900.00    | \$2,220.00  | \$1,320.00   | region  |
|                          | <b>Total Region Day Events</b>                 |          |       |               |                  | \$1,950.00  | \$3,890.00  | \$1,940.00   |         |
|                          | SCR Loan                                       |          |       |               |                  | \$5,000.00  | \$5,000.00  | \$0.00       | in/out  |
| <b>Other Receipts</b>    |  |          |       |               |                  |             |             |              |         |
|                          | Interest on Checking Account                   |          |       |               |                  | \$0.00      | \$34.75     | \$34.75      | Split   |
|                          | Pay Pal Fees                                   |          |       |               |                  | \$500.00    |             | (\$500.00)   | Region  |
|                          | Bookstore                                      |          |       |               |                  | \$1,000.00  | \$609.11    | (\$390.89)   | Chapter |
|                          | Boutique                                       |          |       |               |                  | \$2,000.00  | \$1,079.18  | (\$920.82)   | Chapter |
|                          | Donations                                      |          |       |               |                  | \$0.00      | \$300.00    | \$300.00     | Chapter |
|                          | Kit Fees                                       | \$95.00  | 166   | 0             |                  | \$15,770.00 | \$17,769.00 | \$1,999.00   | in/out  |
|                          | Opportunity Knocks                             |          |       |               |                  | \$2,000.00  | \$4,418.00  | \$2,418.00   | in/out  |
|                          | Postage Fees                                   | \$2.00   | 5     | 12            | (7)              | \$10.00     | \$24.00     | \$14.00      | Split   |
|                          | Seminar Kits (Chapter)                         |          |       |               |                  |             |             |              |         |
|                          | Stitched Nametag Kit                           | \$20.00  | 15    | 8             | 7                | \$300.00    | \$80.00     | (\$220.00)   | chapter |
|                          | Lanyard Kit                                    | \$15.00  | 15    | 12            | 3                | \$225.00    | \$40.00     | (\$185.00)   | chapter |
|                          | Stitched Nametag/Lanyard combo                 | \$30.00  | 5     | 0             | 5                | \$150.00    | \$120.00    | (\$30.00)    | chapter |

**SCR Seminar 2014 Post Seminar Report.1**

**Baton Rouge, LA June 11-14, 2014**

|                              | <b>Description</b>          | <b>Fee</b> | <b>Count</b> | <b>Actual Count*</b> | <b>Count Difference</b> | <b>Budget</b>       | <b>Actual</b>       | <b>Difference</b> |         |
|------------------------------|-----------------------------|------------|--------------|----------------------|-------------------------|---------------------|---------------------|-------------------|---------|
| Beaded Nametag Kit           | Chapter Income              | \$40.00    | 5            | 8                    | (3)                     | \$200.00            | \$70.00             | (\$130.00)        | chapter |
| Beaded Nametag/Lanyard combo | Chapter Income              | \$50.00    | 5            | 1                    | 4                       | \$250.00            | \$300.00            | \$50.00           | chapter |
| Beaded Nametag Instructions  | Chapter Income              | \$12.00    | 1            | 0                    | 1                       | \$12.00             |                     | (\$12.00)         | chapter |
| Finished Lanyard             | Chapter Income              | \$25.00    | 5            | 5                    | 0                       | \$125.00            | \$115.00            | (\$10.00)         | Chapter |
| Postage to mail kits         | Chapter Income              | \$5.00     | 5            | 19                   | (14)                    | \$25.00             | \$23.69             | (\$1.31)          | Chapter |
| Surplus Tote Bag & Pin Sales | Chapter Income              | \$25.00    | 5            | 0                    | 5                       | \$125.00            | \$459.50            | \$334.50          | Chapter |
|                              | <b>Total Other Receipts</b> |            |              |                      |                         | \$22,692.00         | \$25,442.23         | \$2,750.23        |         |
|                              | <b>Total Receipts</b>       |            |              |                      |                         | <b>\$103,883.00</b> | <b>\$111,030.73</b> | <b>\$7,147.73</b> |         |

**SCR Seminar 2014 Post Seminar Report.1**

**Baton Rouge, LA June 11-14, 2014**

|                          | Description                                       | Fee        | Count | Actual Count* | Count Difference | Budget      | Actual      | Difference   |        |
|--------------------------|---|------------|-------|---------------|------------------|-------------|-------------|--------------|--------|
| <b>Expenses</b>          |   |            |       |               |                  |             |             |              |        |
| <b>Administration</b>    |   |            |       |               |                  |             |             |              |        |
| Chairman                 |   |            |       |               |                  | \$175.00    |             | (\$175.00)   | Split  |
| Dean of Faculty          |   |            |       |               |                  | \$1,000.00  | \$987.20    | (\$12.80)    | Split  |
| Treasurer                |   |            |       |               |                  | \$100.00    | \$79.78     | (\$20.22)    | Split  |
| Pay Pal Fees             |   |            |       |               |                  | \$500.00    | \$668.74    | \$168.74     | region |
| Registrar                |   |            |       |               |                  | \$100.00    |             | (\$100.00)   | Split  |
|                          | <b>Total Administrative</b>                       |            |       |               |                  | \$1,875.00  | \$1,735.72  | (\$139.28)   |        |
| <b>Hospitality</b>       |   |            |       |               |                  |             |             |              |        |
| Door Prizes              |   |            |       |               |                  |             | \$203.79    |              |        |
| Name Tags                |   |            |       |               |                  |             | \$174.00    |              |        |
| Opportunity Knocks       |   |            |       |               |                  |             | \$96.00     |              |        |
| Seminar Pins             |   |            |       |               |                  |             | \$852.00    |              |        |
| kick back dinner         |   |            |       |               |                  |             | \$485.28    |              |        |
| Table Decorations        |   |            |       |               |                  |             | \$437.78    |              |        |
| Survival Kits            |   |            |       |               |                  |             | \$113.82    |              |        |
| Table Favors             |   |            |       |               |                  |             | \$1,417.42  |              |        |
| Teacher Hospitality Gift |   |            |       |               |                  |             | \$55.00     |              |        |
| Teacher Showcase         |   |            |       | 1             |                  |             |             |              |        |
| Tote Bags                |   |            |       |               |                  |             | \$1,183.00  |              |        |
|                          | \$6000 is total of all.....                       | \$30.00    | 200   |               |                  | \$6,000.00  | \$5,018.09  | (\$981.91)   | Split  |
| <b>Hotel Related</b>     |   |            |       |               |                  |             |             |              |        |
| Hotel Deposit            |   |            |       |               |                  | \$500.00    |             | (\$500.00)   | Split  |
| Liason/Meeting Planner   |   |            |       |               |                  | \$2,500.00  | \$1,941.85  | (\$558.15)   | Split  |
| Miscellaneous Hotel      |   |            |       |               |                  | \$1,500.00  | \$78.48     | (\$1,421.52) | Split  |
| Meeting Room Rental      |   |            |       |               |                  | \$1,290.00  | \$1,308.00  | \$18.00      | Split  |
| Lunch                    | 30x3  | \$90.00    | 175   |               |                  | \$15,750.00 | \$13,565.17 | (\$2,184.83) | Split  |
| Paid Lunch Guests        |   | \$35.00    | 7     | 6             | 1                | \$245.00    | \$86.54     | (\$158.46)   | Split  |
| Unpaid Lunch Guests      |   |            |       |               |                  | \$0.00      | \$494.46    | \$494.46     | Split  |
| Banquet                  |   | \$40.00    | 175   |               |                  | \$7,000.00  | \$8,224.60  | \$1,224.60   | Split  |
| Paid Banquet Guests      |   | \$65.00    | 5     | 7             | (2)              | \$325.00    | \$348.88    | \$23.88      | Split  |
| Unpaid Banquet Guests    |   |            |       |               |                  | \$0.00      | \$149.52    | \$149.52     | Split  |
| VIP Rooms                |   |            |       |               |                  | \$0.00      | \$1,151.75  | \$1,151.75   | Split  |
|                          | <b>Total Hotel Related</b>                        |            |       |               |                  | \$29,110.00 | \$27,349.25 | (\$1,760.75) |        |
| <b>Teacher Expenses</b>  |   |            |       |               |                  |             |             |              |        |
| Salary                   | \$350 pr day X 3 days = \$1050                    | \$1,050.00 | 11    |               |                  | \$11,550.00 | \$10,762.50 | (\$787.50)   | Split  |
| Travel                   | \$550   | \$550.00   | 11    |               |                  | \$6,050.00  | \$3,978.51  | (\$2,071.49) | Split  |
| Hotel                    | \$520 ea (\$130 pr day X 4 days)                  | \$520.00   | 11    |               |                  | \$5,720.00  | \$3,642.30  | (\$2,077.70) | Split  |
| Meals                    | 3 lunches, 1 banquet                              | \$130.00   | 11    |               |                  | \$1,430.00  | \$1,322.48  | (\$107.52)   | Split  |
| Per Diem                 | \$65 per day per diem x 6 days                    | \$390.00   | 11    |               |                  | \$4,290.00  | \$3,000.00  | (\$1,290.00) | Split  |
|                          | <b>Total Teacher Expenses</b>                     |            |       |               |                  | \$29,040.00 | \$22,705.79 | (\$6,334.21) |        |
| Kit Fees                 | Based on avg kit fee of \$95                      | \$95.00    | 166   |               |                  | \$15,770.00 | \$17,769.00 | \$1,999.00   | in/out |
|                          | 94% of participants registered are taking a class |            |       |               |                  |             |             |              |        |
| Region Day               | SCR pays \$1000                                   |            |       |               |                  |             |             |              |        |
| Cooking Demo             |   | \$40.00    | 15    | 27            | (12)             | \$600.00    | \$1,344.62  | \$744.62     | region |

**SCR Seminar 2014 Post Seminar Report.1**

**Baton Rouge, LA June 11-14, 2014**

|  | Description                         | Fee     | Count | Actual Count* | Count Difference | Budget             | Actual             | Difference           |         |
|--|-------------------------------------|---------|-------|---------------|------------------|--------------------|--------------------|----------------------|---------|
| Church Needlepoint                     |                                     | \$30.00 | 15    | 22            | (7)              | \$450.00           | \$741.89           | \$291.89             | region  |
| St Francisville                        |                                     | \$60.00 | 15    | 39            | (24)             | \$900.00           | \$1,393.66         | \$493.66             | region  |
|  | <b>Total Region Day</b>             |         |       |               |                  | \$1,950.00         | \$3,480.17         | \$1,530.17           |         |
| <b>Registration</b>                    |                                     |         |       |               |                  |                    |                    |                      |         |
| Brochure/Photos/Printing/Postage/Forms |                                     |         |       |               |                  | \$200.00           | \$185.97           | (\$14.03)            | Split   |
| Notebooks/Letters/Pre-registration     |                                     |         |       |               |                  | \$1,300.00         | \$1,250.52         | (\$49.48)            | Split   |
|  | <b>Total Registration</b>           |         |       |               |                  | \$1,500.00         | \$1,436.49         | (\$63.51)            |         |
| Opportunity Knocks Distributions       | Pass Thru                           |         |       |               |                  | \$2,000.00         | \$4,418.00         | \$2,418.00           | in/out  |
| Publicity                              |                                     |         |       |               |                  | \$125.00           | \$207.00           | \$82.00              | Split   |
| SCR Loan Repayment                     |                                     |         |       |               |                  | \$5,000.00         | \$5,000.00         | \$0.00               | in/out  |
| Bookstore                              |                                     |         |       |               |                  | \$1,000.00         |                    | (\$1,000.00)         | Chapter |
| Boutique                               |                                     |         |       |               |                  | \$2,000.00         |                    | (\$2,000.00)         | Chapter |
| LaLag Membership Dues                  |                                     | \$55.00 | 1     | 0             | 1                | \$55.00            |                    | (\$55.00)            | Chapter |
| Merchandise Night Tables               |                                     |         |       | 15            | (15)             | \$1,350.00         |                    | (\$1,350.00)         | Chapter |
| Name Tag Kits                          |                                     |         |       |               |                  |                    |                    |                      |         |
| Stitched Nametag                       |                                     | \$20.00 | 15    | 8             | 7                | \$300.00           |                    | (\$300.00)           | Chapter |
| Lanyard Kit                            |                                     | \$15.00 | 15    | 12            | 3                | \$225.00           |                    | (\$225.00)           | Chapter |
| Stitched Nametag/Lanyard combo         |                                     | \$30.00 | 5     | 0             | 5                | \$150.00           |                    | (\$150.00)           | Chapter |
| Beaded Nametag Kit                     |                                     | \$40.00 | 5     | 8             | (3)              | \$200.00           |                    | (\$200.00)           | Chapter |
| Beaded Nametag/Lanyard combo           |                                     | \$50.00 | 5     | 1             | 4                | \$250.00           |                    | (\$250.00)           | Chapter |
| Beaded Nametag Instructions            |                                     | \$12.00 | 1     | 0             | 1                | \$12.00            |                    | (\$12.00)            | chapter |
| Finished Lanyard                       |                                     | \$25.00 | 5     | 5             | 0                | \$125.00           |                    | (\$125.00)           | Chapter |
| Postage to mail kits                   |                                     | \$5.00  | 5     | 19            | (14)             | \$25.00            |                    | (\$25.00)            | Chapter |
| Special Chapter Event                  | Chapter taught Classes              |         |       |               |                  |                    |                    |                      |         |
| Chevron Ribbon Bracelet Class/kit      |                                     | \$35.00 | 20    | 19            | 1                | \$700.00           |                    | (\$700.00)           | Chapter |
| Crazy Quilt Music Box Class/kit        |                                     | \$25.00 | 20    | 23            | (3)              | \$500.00           |                    | (\$500.00)           | Chapter |
| Laura's Leaves Class/kit               |                                     | \$15.00 | 20    | 22            | (2)              | \$300.00           |                    | (\$300.00)           | Chapter |
|  | <b>Total Expenses</b>               |         |       |               |                  | <b>\$99,562.00</b> | <b>\$89,119.51</b> | <b>(\$10,405.49)</b> |         |
|  | <b>Excess Revenue over Expenses</b> |         |       |               |                  | \$4,321.00         | \$21,911.22        | \$17,590.22          |         |

Note: Chapter Kits reported here reflect only what went through seminar bank account. Money collected for kits sold during registration at 2013 seminar were deposited in chapter account.

It does not affect split calculations between Region and Chapter as it is 100% profit for Chapter.

| Actual                  | Chapter           | Region      |
|-------------------------|-------------------|-------------|
| Income to Split 65/35   | \$73,534.75       | \$25,737.16 |
| Expenses to Split 65/35 | \$57,783.60       | \$20,224.26 |
| Region Income 100%      | <b>\$3,890.00</b> |             |
| Region Expenses 100%    | \$4,148.91        | \$4,148.91  |
| Chapter Income 100%     | \$6,418.98        |             |
| Chapter Expenses 100%   | \$0.00            |             |
| Profit/Loss             | \$11,931.88       | \$9,979.34  |

11:38 AM  
08/06/14  
Cash Basis

SCR EGA Seminar 2014  
Profit & Loss  
All Transactions

|                              | <u>Jul 31, 14</u> |
|------------------------------|-------------------|
| Ordinary Income/Expense      |                   |
| Income                       |                   |
| Banquet Guest Ticket         | 455.00            |
| Chapter Class                |                   |
| Chevron Ribbon Bracelet      | 1,020.00          |
| Crazy Quilt Music Box        | 771.25            |
| Laura's Leaves               | 501.25            |
| Total Chapter Class          | <u>2,292.50</u>   |
| Donations                    | 300.00            |
| Luncheon Guest Ticket        | 210.00            |
| Merchandise Night            |                   |
| Half Tables                  | 30.00             |
| Whole Tables                 | 900.00            |
| Total Merchandise Night      | <u>930.00</u>     |
| Other Types of Income        |                   |
| Bookstore (Chapter)          | 609.11            |
| Boutique (Chapter)           | 1,079.18          |
| Checking Account Interest    | 34.75             |
| Crab Traps                   | 20.00             |
| Kit Fees                     | 17,769.00         |
| Opportunity Knocks           | 4,418.00          |
| Pay Pal                      | 0.00              |
| Postage Fees                 | 24.00             |
| Seminar Kits (Chapter)       |                   |
| Beaded Name Tag              | 70.00             |
| Beaded/Lanyard Combo         | 300.00            |
| Finished Lanyard             | 115.00            |
| Lanyard                      | 40.00             |
| Postage to mail kits         | 23.69             |
| Stitched Name Tags           | 80.00             |
| Stitched/Lanyard Combo       | 120.00            |
| Total Seminar Kits (Chapter) | <u>748.69</u>     |
| Snips & Rulers               | 86.50             |
| Tote Bag & Pin Sales         | 353.00            |
| Total Other Types of Income  | <u>25,142.23</u>  |
| Region Day Events            |                   |
| Church Needlepoint Tour      | 630.00            |
| Cooking Demo                 | 1,040.00          |
| St Francisville Tour         | 2,220.00          |
| Total Region Day Events      | <u>3,890.00</u>   |
| Registration Fees            |                   |
| 1 Day Class 2 Day Studio     | 4,620.00          |
| 1 Day Class Only             | 400.00            |
| 2 Day Class 1 Day Studio     | 11,040.00         |
| 2 Day Class Only             | 750.00            |
| 3 Day Registration           | 36,360.00         |
| 3 Day Studio                 | 7,875.00          |
| Facility Use                 | 600.00            |
| Non EGA Member               | 56.00             |
| Non Refundable Registration  | 11,110.00         |
| Total Registration Fees      | <u>72,811.00</u>  |
| SCR Loan                     | 5,000.00          |
| Total Income                 | <u>111,030.73</u> |
| Expense                      |                   |
| Administration               |                   |
| Dean of Faculty              | 987.20            |

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 08/06/14  
 Cash Basis

**SCR EGA Seminar 2014**  
**Profit & Loss**  
 All Transactions

|   | <u>Jul 31, 14</u> |
|---|-------------------|
| <b>Treasurer</b>                          |                   |
| Endorsement Stamp/Checks                  | 45.68             |
| PayPal Fees                               | 668.74            |
| Postage/Envelopes                         | 34.10             |
| <b>Total Treasurer</b>                    | <u>748.52</u>     |
| <b>Total Administration</b>               | 1,735.72          |
| <b>Faculty Related Expenses</b>           |                   |
| Hotel                                     | 3,642.30          |
| Kit Fees                                  | 17,769.00         |
| Meals                                     | 1,322.48          |
| Salary                                    | 10,762.50         |
| Teacher Per Diem                          | 3,000.00          |
| Travel                                    | 3,978.51          |
| <b>Total Faculty Related Expenses</b>     | <u>40,474.79</u>  |
| <b>Hospitality</b>                        |                   |
| Bags                                      | 1,183.00          |
| Chef Prize                                | 32.54             |
| Door Prizes                               | 171.25            |
| Kick Back Dinner                          | 485.28            |
| Name Tage                                 | 174.00            |
| Opp Knocks                                | 96.00             |
| Seminar Pins                              | 852.00            |
| Survival Kits                             | 113.82            |
| Table Decorations                         | 437.78            |
| <b>Table Favors</b>                       |                   |
| bags                                      | 23.87             |
| Food                                      | 81.28             |
| laying tool                               | 155.66            |
| magnets                                   | 263.78            |
| Mini Scissors                             | 247.86            |
| needles                                   | 81.43             |
| Pin Cushion                               | 158.04            |
| Rulers                                    | 239.91            |
| Wood Mallets                              | 102.17            |
| Table Favors - Other                      | 63.42             |
| <b>Total Table Favors</b>                 | <u>1,417.42</u>   |
| Teacher Gifts                             | 55.00             |
| <b>Total Hospitality</b>                  | <u>5,018.09</u>   |
| <b>Hotel Related Expenses</b>             |                   |
| Banquet/Paid Guests                       | 348.88            |
| Banquet/Participants                      | 8,224.60          |
| Banquet/Unpaid Guests                     | 149.52            |
| <b>Hotel Liason/Meeting Planner</b>       |                   |
| on site Management                        | 1,250.00          |
| travel                                    | 302.00            |
| Hotel Liason/Meeting Planner - Other      | 389.85            |
| <b>Total Hotel Liason/Meeting Planner</b> | <u>1,941.85</u>   |
| Lunch/Paid Guests                         | 86.54             |
| Lunch/Participants                        | 13,565.17         |
| Lunch/Unpaid Guests                       | 494.46            |
| Meeting Space                             | 808.00            |
| Misc                                      | 78.48             |
| VIP rooms                                 | 1,151.75          |
| Hotel Related Expenses - Other            | 500.00            |
| <b>Total Hotel Related Expenses</b>       | <u>27,349.25</u>  |
| <b>Opportunity Knocks Distribution</b>    | 4,418.00          |
| <b>Publicity</b>                          | 207.00            |

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08/06/14  
Cash Basis

**SCR EGA Seminar 2014**  
**Profit & Loss**  
All Transactions

|                               | <u>Jul 31, 14</u>       |
|-------------------------------|-------------------------|
| <b>Region Day (SCR)</b>       |                         |
| Church Needlepoint Tour       | 741.89                  |
| Cooking Demo                  | 1,344.62                |
| St Francisville Tour          | 1,393.66                |
|                               | <hr/>                   |
| <b>Total Region Day (SCR)</b> | 3,480.17                |
| <b>Registration</b>           |                         |
| Participant Notebook          | 1,250.52                |
| Printing(ink, copies, paper)  | 185.97                  |
|                               | <hr/>                   |
| <b>Total Registration</b>     | 1,436.49                |
| <b>SCR Loan Repayment</b>     | 5,000.00                |
|                               | <hr/>                   |
| <b>Total Expense</b>          | 89,119.51               |
|                               | <hr/>                   |
| <b>Net Ordinary Income</b>    | 21,911.22               |
|                               | <hr/>                   |
| <b>Net Income</b>             | <u><u>21,911.22</u></u> |

## SCR Seminar 2014 Post Seminar Report

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|                        |                    |                           |
|------------------------|--------------------|---------------------------|
| Income                 | \$111,030.73       |                           |
| Expense                | <u>\$89,119.51</u> |                           |
| Difference             |                    | \$21,911.22               |
|                        |                    |                           |
| Less 100% Chapter      |                    |                           |
| Donation               | \$300.00           |                           |
| Bookstore              | \$609.11           |                           |
| Boutique               | \$1,079.18         |                           |
| Chapter Sales          | \$1,208.19         |                           |
| Chapter Classes        | \$2,292.50         |                           |
| Merchandise Night      | <u>\$930.00</u>    |                           |
|                        |                    | \$6,418.98                |
|                        |                    |                           |
| Less 100% Region       |                    |                           |
| Region Day             | \$409.83           |                           |
| Pay Pal Fees           | <u>-\$668.74</u>   |                           |
|                        |                    | <u>-\$258.91</u>          |
| <b>Profit to Split</b> |                    | <u><u>\$15,751.15</u></u> |

|                          | <u>Region</u>            | <u>Chapter</u>            |
|--------------------------|--------------------------|---------------------------|
| Split 65/35              | \$10,238.25              | \$5,512.90                |
| 100% Profit/Loss         | <u>-\$258.91</u>         | <u>\$6,418.98</u>         |
| <b>Total to Disburse</b> | <u><u>\$9,979.34</u></u> | <u><u>\$11,931.88</u></u> |