

SCR Seminar 2012 Report

The South Central Region 32nd Annual Seminar was held in Shreveport, LA on June 6-9, 2012. It was hosted by the local EGA chapter, the Shreveport Rose Stitchery Guild and was held at the Shreveport Convention Center. The host hotel was the Shreveport Hilton, which adjoins the convention center. Thirteen teachers were hired to present classes over three days. Three-day classes, two-day classes, and one-day classes were offered along with studio time. 217 participants attended the seminar.

Michael Boren and Carole Lake presented a lecture on Elizabeth I as a region sponsored event on Wednesday, June 6. 93 people attended this lecture and received a lovely brochure. Shreveport Rose Stitchery Guild offered a 2-hour class on creating a rose from zipper tape as a special chapter event. 63 people signed up for this class and received instructions and materials to make two zipper roses.

A Teacher Showcase was provided on Thursday night for teachers to show their available classes along with a Merchandise Night where other chapters, local vendors, and EGA members sold stitch related items. Ruth Kern Books provided a book store for participants during the seminar, and Cross My Heart provided a boutique.

The annual SCR meeting was held on Wed night, followed by a meeting of seminar officers from 2012, 2013, and 2014 to share information and job descriptions.

Some of the challenges of the 2012 seminar were working with two separate organizations, the Convention Center and the Hotel to negotiate and plan arrangements. The Convention Center is operated on behalf of the City of Shreveport and we qualified as a non-profit organization for matching funds to help with the rental of the convention space. Another challenge was losing our contracted boutique provider six weeks prior to the start of Seminar. A replacement was finally procured (all the way from Ohio) and they did a great job.

We are please to provide \$13,822.99 to South Central Region as 65% of remaining funds from the Seminar funds. Shreveport Rose Stitchery Guild received \$7,443.15 as their 35% along with \$1,150.00 from Merchandise Night Table Rentals, \$2,280.79 from the Special Chapter Event of name tag kit sales, \$746.52 from the Special Chapter event Zipper Rose Class, \$941.49 from our percentage of Bookstore sales, and \$707.09 from the chapter's percentage of Boutique sales. This represents a total of \$12,522.62 in revenue to Shreveport Rose Stitchery Guild.

The Opportunity Knocks Event was quite popular and a total of \$4,315 for tickets was collected and the individual participating chapters received checks that corresponded to the amount of tickets that were in their selection boxes. This was a very successful event for participating chapters and a lot of fun for everyone.

The 2012 Seminar was quite successful; we received many wonderful thanks and flattering comments from participants and teachers. Most of our comment sheets

reflected glowing comments. We had some negative comments about the room temps (a little too cold), the lack of water provided for participant in the room (we had water fountains available, but one was not working), and the food selections (difficult to plan meals for over 200 people, some with special dietary requirements and preferences). To be clear, the most positive, specific comments we received were about the food and the most negative, specific comments were received were about the food! Overall, we had few negative comments; the majority of comments were very positive and complementary.

With a three-day registration, participants received along with their class (kit fees were extra) three lunches and one banquet meal. We offered a cash bar with appetizers prior to the banquet on Friday night.

We were very pleased and happy to have the National EGA President, Lorie Welker attend our seminar. She was a delight and offered many insights to our Executive Board meeting and Region meeting. Lorie was gracious enough to speak at our closing banquet about the changes and modernizations taking place within the national EGA organization.

We followed a 2011 seminar in Austin that was attended by over 300 people. We also were the first regional seminar NOT to mail out a printed brochure to all across the region. A considerable amount was saved in printing costs contrasted with hosting an electronic web site. We purchased a domain name and offered on-line registration, a digital brochure, and abilities to print out each if needed. Our website also offered a choice of payment using PayPal or check. We originally offered 16 classes (8 three day, 8 two day, and 8 one day), but we had to withdraw three classes due to lack of participants signing up for these classes. Our break even number for a class was 11 students and our class numbers ran from 10 (2 classes) to 26. One class was closed after preregistration in June, 2011.

There were many volunteers from the Shreveport Rose Stitchery Guild who contributed a great deal of time planning and executing the seminar (over two years in the planning). The committee did an excellent job in the opinion of the seminar chair. Overall, Seminar 2012 was a success, and it appears that a great stitching experience was had by all who attended.

Lu Lu Martin
2012 Seminar Chair

SCR Seminar 2012
Profit & Loss
 May 2010 through August 2012

	May '10 - Aug 12
Income	
BANQUET GUEST TICKETS	450.00
LUNCHEON GUEST TICKETS	360.00
MERCHANDISE NIGHT	1,150.00
OTHER RECEIPTS	
Bookstore (Chapter)	941.49
Boutique (Chapter)	707.19
Kit Fees	21,149.50
Name Tag Kits	4,263.31
Opportunity Knocks	4,315.00
Postage Fees	8.00
Total OTHER RECEIPTS	31,384.49
Other Types of Income	
Miscellaneous Revenue	138.56
Total Other Types of Income	138.56
REGION DAY EVENTS	960.00
REGISTRATION	
1 Day Class + 2 Day Studio Time	6,104.50
2 Day Class + 1 Day Studio Time	17,981.75
3 Day Registration	44,149.25
3 Day Studio Time	4,200.00
Facility Use Fee	750.00
Non-Refundable Registration	12,150.00
Total REGISTRATION	85,335.50
SPECIAL CHAPTER EVENT	
Zipper Rose Class	746.52
Total SPECIAL CHAPTER EVENT	746.52
Total Income	120,525.07
Expense	
ADMINISTRATION	
Registrar	80.59
Treasurer	72.59
Total ADMINISTRATION	153.18
BANQUET EXPENSES	6,852.53
BROCHURE COSTS	207.22
Convention Center Rental	6,903.02
Hilton Hotel Rental	1,825.80
HOSPITALITY ITEMS	5,516.41
KIT FEES	21,299.50
LUNCH EXPENSES	15,124.85
Operations	
Postage, Mailing Service	7.04
Printing and Copying	493.06
Total Operations	500.10
OPPORTUNITY KNOCKS DISTRIBUTION	4,315.00
Other Types of Expenses	616.01
PAY PAL FEES	73.31
PRINTING	0.00
Publicity	416.54
REGION DAY (SCR)	930.00
SPECIAL CHAPTER EVENT EXPENSES	
Name Tags	1,791.52
Total SPECIAL CHAPTER EVENT EXPENSES	1,791.52

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Accrual Basis

SCR Seminar 2012
Profit & Loss
May 2010 through August 2012

	<u>May '10 - Aug 12</u>
TEACHER EXPENSES	
Teacher's Salary	13,650.00
Teacher Hospitality	195.00
Teacher Hotel	3,328.52
Teacher Incidentals	2,600.00
Teacher Meals	1,294.37
Teacher Travel	5,840.06
Total TEACHER EXPENSES	<u>26,907.95</u>
Total Expense	<u>93,432.94</u>
Net Income	<u><u>27,092.13</u></u>