

SCR Seminar 2013 Final Report

Bewitchin' Stitchin'

The seminar was held June 5-8, 2013 at the Sugar Land Marriott Town Center. We chose the same venue we had used in 2007 because of the ease in working with the staff and the location which put us in walking distance to many restaurants. We used a new boutique store because the one we had contracted with went out of business. She was new to doing seminars, but Candy Jepsen really helped in guiding her with what she would need to make a successful boutique. Our region day speaker had to cancel 24 hours before the program, but Michele Roberts was able to step into the position at the last minute and gave the talk for her. Those were the two really big obstacles we had to overcome.

One of the things that helped us to keep our costs down, was negotiating guaranteed meal prices at the time of signing the hotel contract. When you sign a contract 3 years out, the costs of meals can really jump up. Our hotel was willing to guarantee us the prices and menus that were in effect in 2010. This really helped in planning our budget. We purposely planned some mini-classes for Tuesday evening and an early event on Wednesday to encourage people to come in early. This is critical in helping you meet your hotel room obligations. One of the things we did not think about in budgeting, was when you get a price for something on an item, like pins, you figure the price times the number of participants. However, when you actually order, they have minimum numbers. So, even if you know you will need 225 pins, their minimum order is 250, so you have 25 pins not budgeted for that you need to try and sell.

Rather than give the teachers money to go out to dinner on Saturday night, we had a catered dinner at one of our member's home. It cost us a little more, but the teachers really enjoyed it. They said it gave them an opportunity to sit and talk with each other in a quiet setting and they didn't have to stress about where to go to eat and who was going with whom and how they were going to get there. We also invited the region director and the national president, as well as all of our committee members. It was a very successful evening. Of course, this only works if you have the use of someone's home that isn't too far away.

I had a great committee, full of experienced ladies in running seminars. Everyone had done their job multiple times and the 2007 seminar chairman, Candy Jepsen, was my assistant chairman. We had a fabulous time with the theme. We had to plan our costumes and decorations around Halloween every year. Anyone who traveled was on the lookout for things we could use. I personally bought spider rings from Houston to Vancouver. We decided to make crazy quilt witch hats for our centerpieces. They were expensive, but we were able to use them for three meals. Towards the end, we realized that many of the people who had made the hats did not want to keep them, so we sold them and were able to get back almost everything we paid for them. One of the best things we did, was to keep the theme of the seminar going throughout the entire week. We wore our costumes (many of us had a new one every day) each day of seminar. Some even wore their costumes out on the streets around the hotel, which caused lots of people to stare. So the whole complex was getting in a witchy mood. We wore our costumes to class, if we had one, which always created comments. Our table favors stayed with the theme, also. It surprised us that several people who were not committee members or members of our guild, also came prepared with witch clothes to wear.

All in all, it was a fun seminar and we had a great time putting it on.

Marian Hoffman

SCR Seminar 2013, Chairman

Things we would do different (gathered from individual committee member reports)

- 1) Opportunity knocks baskets – get information ahead of time on exactly who sent the basket with address or email address for the winner to send a thank you note to
- 2) Teacher dinner Saturday Night – should have sent our written invitations with an rsvp. Some teachers had already made other plans for dinner
- 3) Be sure you know about minimum numbers in ordering and plan that in your budget.
- 4) Registrar - strongly recommend that teacher's contracts list November 1st of the year prior to seminar as the cancellation date of classes. The numbers were in by then and the classes we tagged as unlikely to make ended up being cancelled. Having a cancellation date the end of January in the year of seminar forced the registrar to confirm people in classes that were cancelled and then place them in alternate classes 5 months prior to the seminar. This left 17 unhappy people.
- 5) Faculty – Make transportation to and from airport, etc., a separate person. Our faculty chairman ended up making 4 trips to airport because she could not find people to do it. She needed to be at the hotel greeting teachers and taking care of their questions.
- 6) Faculty – Mail all pieces insured back to teachers even if they are not insured coming to you

9/25/2013

Bewitchin' Stitchin' SCR Seminar 2013 Final Report

Chapter sponsored events

Bookstore		692.57	paid directly to chapter by Bookstore
Boutique	884.75		
Merchandise Day	1,140.00		
Mini-classes	<u>1,110.00</u>		
		<u>3,134.75</u>	paid directly to chapter by Seminar
Total chapter sponsored events		3,827.32	

SCR sponsored events

Exhibit Expense	1,257.00		
Exhibit Income	<u>735.00</u>		
Net Exhibit expense		522.00	
Region Day expense	2,593.25		
Region Day income	<u>2,390.00</u>		
Net Region Day expense		<u>203.25</u>	
SCR subsidy		725.25	

Bank balances	Checking	18,111.61	
	Savings	<u>3,915.13</u>	
Total in Bank		22,026.74	
SCR subsidy		<u>725.25</u>	
Total Seminar Profit		\$22,751.99	

Chapter Profit (35%)	7,963.20		
SCR Profit (65%)	<u>14,788.79</u>		
Total Seminar Profit	\$22,751.99		

Check amounts

HEG chapter	\$7,963.20		
SCR (less subsidy)	<u>\$14,063.54</u>		
Total in Bank	\$22,026.74		