

**Mid-Winter Symposium (MWS) Guidelines
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Compiled by Rich Rosen, March 30, 2015

Guidelines for MWS Chair

Regional President should have appointed a MWS Chair(s) one year in advance.

1 Year in Advance

Select a City

- Consider best location for Region 10 attendance
- Consider location of “competitive” winter meetings
- Consider drawing attendees from other regions

Select a Date

- Consider conflicts with Super Bowl, Valentine’s Day, Other Regions
- Consider hotel availability

Select a Hotel

- Meeting space for 100 people
- Banquet space for 100 people
- 2 additional rooms for clinics/workshops
- Space for registration table and vendor tables
- Room for Wineception for 50 people (Must be cleared with hotel. Most will not allow us to serve wine in a meeting room, but will allow it in a private sleeping room or suite.)
- Complimentary room for hospitality suite

Negotiate hotel contract, including –

- Room-nights guarantee
- Room rates
- Meeting room reservation and cost (if any)
- One complimentary room for hospitality Suite
- Equipment rental policy and cost
- Food menu and cost

9 Months in Advance

Appoint Wineception Chair (see separate guidelines)

Appoint Chair for Hospitality Suite (see separate guidelines)

Appoint Registrar (probably Region 10 Treasurer) (see guidelines below)

Appoint “Myrtle Beach” Chair (see separate guidelines)

Appoint “New Intro/Seedlings Slide Show” Chair (see separate guidelines)

Contract with A/V Coordinator

- In the past (2015) we have paid Paul Twomey \$600 for services and we pay for his room when he comes to Nashville.

Appoint Auction Chair (with Regional President) (see separate guidelines)

8 Months in Advance

Find Speakers

- Get recommendations from local clubs and other regions
- Good to have speakers that can give 2 different programs
- Review history of past speakers (see MWS History spreadsheet)
- 45 minutes maximum per speaker
- Speakers are compensated for –
 - Coach airfare or gas money (not mileage allowance)
 - Registration fee
 - 2 nights lodging at MWS hotel

6 Months in Advance

Send letter of instruction to speakers (see below).

Solicit vendors –

Booth fee is \$_____ or an equivalent value in daylilies for the auction.

Calculate a Registration Fee

- Take total expected costs and divide by 50 people (breakeven point)
- Expenses include meals, travel expenses of speakers, director, regional president, A/V equipment, wineception expenses, name badges, copies, printing, _____, _____,

Create Registration form

- Coordinate times with Exhibition and Garden Judges Chairs, and determine need for space, tables, chairs, and A/V equipment.
- Confirm time needed by each speaker
- Offer discount for Youth members
- Have it proofread by Regional President and Registrar

6 Months in Advance

Publicity (either you or RPD)

- Send announcement and registration form to Region 10 Newsletter Editor
- Send announcement and registration fee to AHS Webmaster
- Send announcement to neighboring region newsletter editors (2, 3, 15, 5, 14, 13, and 11)
- Send announcement to Daylily Email Robin and repeat each month

6 Weeks in Advance

- Double check with all committee chairs that they are prepared
- Double check with all speakers that they are ready
- Prepare introductions for all speakers

Days of MWS

- Introduce speakers and make other announcements

After MWS, send thank you emails to presenters and committee chairs.

Sample Letter to Presenters (2015)

25th Annual Mid Winter Symposium
February 6 - 8, 2015
Chattanooga, TN

November, 2014

We would like to welcome you as a presenter for the 25th Silver Anniversary Region 10 Mid-Winter Symposium on February 6-8, 2015 in Chattanooga, TN. This letter is to confirm our financial obligations with you.

We will make hotel reservations in your name at the Chattanooga Choo Choo for the nights of Friday, February 6th and Saturday, February 7th, 2015 and they will be charged to the master account. We are also comping your registration fee which includes your Friday night and Saturday night meals. All other incidentals will be your obligation and if charged to your hotel room must be settled before leaving.

Please complete the attached registration form and return to Sandra Merritt, Registrar, and just write speaker somewhere on it.

For those of you driving, we will pay your gas expenses. Please fill your car before leaving your location and then fill again when you reach Chattanooga. Please get a receipt and present it to our Treasurer, Sandra Merritt at the meeting. She will double the receipt amount to cover your return cost.

For those of you flying to Chattanooga, we will cover the cost of your air fare. We encourage you to try to get the best airfare possible. When you arrive at the Chattanooga airport, call the Choo Choo at 423-266-5000 and request a pick up. Do this as soon as you walk off the plane for quicker service. Please get your plane reservations as soon as possible and if you would like to be reimbursed prior to the meeting, send your receipt to Sandra Merritt, Region 10 Treasurer, 4323 Sneed Road, Nashville, TN 37215.

Remember, if you have 2015 introductions and seedlings that you are not showing in your presentation, you are invited to show them at the session on Friday afternoon/evening.

We are all excited to have your participation at the MWS and look forward to welcoming you. If you have any questions, please do not hesitate to contact us.

Symposium Co-Chairs,
Lee Pickles - leepickles@epbfi.com
David Kirchhoff - Hybridizer@aol.com

MWS Registrar's Guidelines

Before the Registration Form goes on the AHS website, check with the Chair of the meeting to be sure that the Registrar's contact information is correct.

When Registration Forms begin to arrive, record each person's information (name, complete postal address, phone number, and e-mail address) on an Excel spreadsheet. Remember that this spreadsheet can be used to create name badges whether the Registrar or someone else is responsible for creating them.

Record each registrant's check number, amount, and the date the check was received on the Registration Form. Make a copy of each check before depositing them in the Region 10 checking account.

Acknowledge each Registration Form with a brief e-mail message, i.e. "Your Registration Form for the Mid-Winter Symposium to be held in (city) on (date) arrived today. I look forward to seeing you at the (name of hotel) on that Friday." Include any other appropriate details and a personal welcome if desired.

E-mail the spreadsheet to the Chair and the person in charge of the auction from time to time. The auction chair can use the list to solicit plants from the attendees as well as from hybridizers. Alert the Exhibition Judges Liaison and the Garden Judges Liaison if attendees sign up to attend Clinics.

During the week before the Symposium, make name badges according to the format used previously.

Make copies of the Program if asked to do so by the Chair, and prepare copies of the list of attendees so that each person can have one.

Arrive at the meeting location in plenty of time on Friday morning to arrange registration materials at the assigned location. If necessary, be present to assist attendees as they arrive, or arrange for others to do so.

Sandra Merritt February 2015

MWS Wineception Guidelines

- 1) Inspect the items in the supply “tub” after the Wineception
 - a) List all items on the outside of tub
 - b) Indicate what items will need to be replenished
- 2) About two weeks prior to the next MWS check the tub
 - a) Replenish items as listed
- 3) List of needed items:
 - a) Wine cups 9oz – 100
 - b) Drink cups 9oz – 100
 - c) Styrofoam 9 inch plates - 100
 - d) Styrofoam dessert plates - 100
 - e) Forks, spoons, knives – 100
 - f) Napkins – 100/200
 - g) Small bowls – 6
 - h) Large bowls – 4
 - i) Serving Utensils – 10 (spoons, forks, tongs)
 - j) Wine bottle opener (in case we have to open the bottles ourselves)
 - k) Toothpicks
 - l) Either bar towels or paper towels for cleanup
 - m) Plastic wrap for leftovers (without containers)
- 4) Clean up the area at the end of the reception time allotted and have attendees pick up any of their own items they wish to take home (bowls, plates, utensils, etc) that they may have brought to hold their snacks.
- 5) Give an itemized (on paper with receipts) list of each item bought to complete the supplies and give it to the Treasurer for reimbursement.
- 6) Go back to item #1 and start again.

Note: As a rule, I have used the items for #g through #m from my own kitchen.

Chris Schardein – February 2015

MWS Guidelines for Intros/Seedlings Slides Chair

Chair needs skills with PowerPoint.

Solicit images from a wide variety of hybridizers

- Name/contact information on the registration form
- Via email to hybridizers known by the sub-chair
- Sub-chair should also advertise via electronic means (email robin, Facebook, etc) to get a wide representation of work by lesser known hybridizers

Offer hybridizers two options:

Option 1 – “Myrtle Beach at MWS” - Attend in person. Give a 10-15 minute slide side show of your recent introductions, future introductions, and seedlings of promise. They will bring their own PowerPoint program with them to MWS.

Option 2 – “Jay Turman’s Review of What’s New” – Hybridizer may submit images (PowerPoint slides preferred) of this year’s introductions and up to 7 images of future introductions or seedlings.

Once images are received, they should be put into PowerPoint presentations with a title slide for each hybridizer showing name, garden name, and location. One presentation is for “Myrtle Beach at MWS”, and one presentation is for “Jay Turman’s Review of What’s New”.

Create a Word document so meeting attendees may follow along with the presentations.

(I keep the PowerPoint and Word Document open at the same time. Then Copy/Paste the cultivar name/seedling number from the PowerPoint over into the Word document. This saves time on typing.)

Brenda Macy - February 2015

MWS Auction Chair Guidelines

Solicit plants for auction -

- 4 months in advance, send request for donations by email to:
 - Hybridizers who have contributed before.
 - Former and upcoming speakers at MWS.
 - Hybridizers in Region 10, and close to Region 10
 - Region 10 hybridizers as well as those living close to Region 10 where we share similar weather conditions.
 - Hybridizers from other areas that would like to get their plants into other areas for garden judges to select for awards.
 - Hybridizers who have at least a couple of years of introductions.
 - Attendees are generally from Canada and across the USA and are looking for ALL daylily types that excite them.
 - Request relatively new introductions. Ask them to be clear on how many fans of each cultivar they are donating, when their shipping season begins, and their correct mailing address. Ask permission to use donor's website for descriptions, prices, and images of plants donated. Those that do not have a site need to send an image and description of newer plants as they are not available on the AHS website until much later in the year. Explain that \$8.00 per plant will be sent to them by Region 10 after MWS to cover the cost of postage.
- 4 months in advance, also 1) send an email request to individuals who have contributed in the past, 2) put a request for donations in the Daylily Appeal, and 3) send an email request to Region 10 members for whom you have an address. The upcoming MWS program is usually printed in "The Daylily Journal" and "The Daylily Appeal" and has a request for donations on the form. Obtain a copy of the program and send it out to anyone who may need more information to decide to attend the meeting or donate.
- Utilize the people you know who are in other areas to guide your search for donations. Individuals that raise daylilies for fun usually will donate nice daylilies that have done exceedingly well for them for auctioning. A good silent auction plant or even a raffle plant comes from this type of donation.
- 3 months in advance, do follow up phone calls to people you have not heard from

Excel Spreadsheet –

Create an Excel spreadsheet of auction plants as soon as you start receiving donations. Include number fans, card or plant, columns for cultivar name, hybridizer name, year of registration, Tet or Dip, Ev/Sev/Dor, flower size, scape height, donor

name, suggested selling price, and a blank column. Additions and changes will be made up to the date of MWS, but it is good to have the bulk of the work done early.

PowerPoint Presentation –

Create a PowerPoint presentation for the actual auction, in the same order as the Excel spreadsheet. Include at least the name of the cultivar with the photo. Again, changes and additions might be required just prior to the auction. Always make sure that any printed information should be easily read by the back row of participants. A suggestion to use a solid dark background behind the images will make a more pleasing presentation.

Images of the auction plants should be shown during the entirety of the event either by physically printing them and posting them or by a slide show. This will answer questions of what the flower looks like and will entice the participant to bid.

Silent Auction –

Decide which plants you want to put in the silent auction. Prepare bid sheets with the photo and all the information you would have put in a spreadsheet. Allow blank spaces for bidder's number and price. Be clear that \$8.00 shipping cost will be added to the winning bid.

Auction Cards and Thank You Notes-

The auction chair prepares the auction cards for the winners to complete with their shipping information and makes address labels for them. As a help to the Regional Treasurer who mails the shipping fees to the donor and offers our thanks for their donations, the auction chair should make an additional label for each donor and give it to the treasurer at the end of the meeting.