

Infor about the beer is

Jay. O Washington  
Wisner Distributing Company

281-427-7345 ext 13

He does everything, set up and take away. Furnishes drinking cups. We order one keg for shrimp cookers, one for inside kitchen and I think either 3 or 4 for sale. J. O. will know what we did last year. We can keep the ones we don't sell or let Wisner pick up, however we have to pay for either way. We will need invoice when person brings out beer and we pay at the park. I think last year it was around \$400. Marilyn will have check book.

Lamar said to ask for any give aways which we may use as prizes for something. Maybe at your table. I don't know of any give aways in recent years.

Need anything else let me know. The ice is available at the park.

Jerrold

Next year we should reduce beer order from 5 kegs to 4. One for the cooks and three for sale. I think this was the second year in a row where we ended up with an untapped keg left over.

John Branch

Very good.

**From:** Jerrold DeWease [mailto:mailservice@clubrunner.ca]  
**Sent:** Wednesday, October 20, 2010 8:50 AM  
**To:** Smith, Gregory R  
**Subject:** Shrimporee 37 Lessons Learned

To: Greg Smith, Rotary Club of Space Center

Hi Jerrold.

When the Excel sheet on the Live and Silent Auctions is complete, could you send me a copy? Is it also possible to record the number of bidders on each of the silent auction items? It would be a useful column to add. I know you collected values on Silent Auction items this year and that should be quite useful in terms of analysis.

Jean  
L. Jean Walker, Ph.D.

Oct 20, 2010 08:50:10 AM, jgdjmd@aol.com wrote:  
To: L. Jean Walker, Rotary Club of Space Center

Lessons learned;

Why do we have the Shrimporee outing after a Holiday.( Columbus day). We have no Rotary meeting the week Monday before.

We need to start earlier getting the club involved in the day.( selling tickets, auction items etc ). We started to late this year.

Is the live auction set up the way we want or a should we look over our present program. Should we think of spending more on larger items.

We need to get YOUNGER Rotarians involved in what has been done for years by the same people. We need ask the new Rotarians to get involved now so they feel that they are a BIGGER part of our club.

Have a great day.

## **Jerry Smith, CSNA**

Vice President

Financial Advisor

Global Private Client Group

Thanks

Jerrold DeWease

Jerrold,

One other suggestion is that we send THANK YOU letters to the people that gave us Auction items. ( eg. Dos Mas, Texas Road House). Thanks & have a great day.

## **Jerry Smith, CSNA**

Vice President

Financial Advisor

Global Private Client Group

Mike; Thanks for putting paper towels on the tables this year. It made things much more pleasant when trying to peel Shrimp, Etc. Thanks, John

To: John Lee, Rotary Club of Space Center

More beer and less work.

--- On **Wed, 10/20/10, Jerrold DeWease <[mailservice@clubrunner.ca](mailto:mailservice@clubrunner.ca)** wrote:

To: J. W. ("Bill") Lowes, III, Rotary Club of Space Center

As this was my first time to be involved in Shrimporee, I learne a lot and had a fantastic time doing it. I was in charge of the raffle ticket sales this year and here are some of the things I learned that may be beneficial in the future:

- Raffle Chair needs to be able to take money, cc, etc.
- Raffle item should be more generic, many people were not interested in buying tickets because they did not like the item.
- As this was my first year to be involved, it would have been helpful to have some instructions as to what was to be done. I felt lost from the beginning to the end.

I had a great time at the event and am so happy to have been a part of it! Perhaps next year I will even know what I am doing.

Alice May-Sexton

----- Original Message -----

**From:** [Jerold DeWease](mailto:Jerold.DeWease)

**To:** [drsexton@healthsourcesport.com](mailto:drsexton@healthsourcesport.com)

**Sent:** Wednesday, October 20, 2010 8:50 AM

**Subject:** Shrimporee 37 Lessons Learned

Right: We had minimum bids on the silent auction items as well as minimum bid increments; we also showed, in most cases but not all, the value of the package. Many items ended up with bids closing in on the true value. This was a great improvement over last year.

Right: Thanks to the early arrival of so many volunteers, it seemed that all stations had the help they needed. Everyone was ready to go before 11, and many were cleaned up by the time the food service ended. Great job on the volunteers.

Right: Great idea to purchase Bush's Baked Beans instead of ranch style beans which then have to be flavored with barbecue sauce. This reduces cost and man hours, and the result is far better.

Right: I heard lots of compliments on the music provided on stage.

Right: The high energy on the Live Auction stage.

To Think About: The Live Auction could perhaps learn from this. I observed bidding on items where people had no idea about the value of the item and thus were way under-bidding. This was also in part to an inadequate description of the item being auctioned. Detail about the value, qualitative as well as quantitative, should be included.

To Think About: The policy of closing Silent Auction Tables at various times should be reconsidered. We have the greatest attendance once the live auction gets going. Items on early tables have not only less exposure overall, but many attendees never even see the items on these tables. Why do we not have the Silent Auction items all close at the same time to allow everyone who attends the event, regardless of what time they arrive, the opportunity to place a bid?

To Think About: Instead of arbitrarily assigning individuals on teams to take charge of specific roles (e.g. Silent Auction, Live Auction, Raffle, etc.), why not (1) start by assigning individuals to teams attempting to distribute the folks according to what they have been good at in the past and then (2) allowing the individuals on the teams to tell their leader which role they feel they can do the best? Even though we can trade roles within the team, it might be nice if we can select our preferred roles.

To Think About: I don't know if we do this or not, but we should think about sending invitations and meal tickets to key people in the media to see if we can get some live coverage of the event.

To Think About: We should have a book at the registration table for people to sign up their name and email address if they would like to receive announcements about future Shrimporee events. This would not cost anything and people could put the event on their calendars in advance.

To Do: As already requested of Brian, the shrimp sauce process is unnecessarily labor intensive. There is also the concern about keeping the sauces cool to avoid spoilage. We need to purchase four restaurant style pumps, like the kind you see at any fast food restaurant, two for red and two for white that can be swapped out for refilling but kept on ice while at the service table. People can pump their own sauce into the small portion cups. This eliminates man hours in the kitchen in terms of filling the cups and

cleaning up the spills. We could actually use two additional pumps for barbecue sauce, since people were requesting extra sauce and we ended up taking some out to the condiments table anyway.

To Do: A larger quantity of the red sauce needs to be purchased, Supplementing with catsup and chili sauce produced a poor tasting sauce; we need to have a larger quantity to start out with. The quantity on hand was not in proportion to the expected plate volume. We also had fewer portion cups than we had sauce.

To Do: Many of the early morning workers were in search of coffee and there appeared not to be any. We need to make sure there is coffee for the people who start arriving at 7am.

To Do: With regard to the volunteers, we should have donuts available for the first shift of early arrivals. Also, we need to send the volunteers to the food line in shifts. They all disappeared at the same time.

To Do: I don't know if we do this or not, but we should get the names of all volunteers and send them a Certificate of Appreciation from Space Center Rotary signed by the SCR President following the event (or distributed at the event upon their departure). These would not be expensive to have printed up.

What We Lost: Last year, we had more advertising in terms of signage on the streets well in advance of the event, and Nassau Bay TV produced an ad using Nassau Bay Rotarians that ran on the local station.

I may think of more, but this is what comes to mind right now. Thanks for compiling everyone's comments. I hope you get a good response.

Jean  
L. Jean Walker, Ph.D.

Oct 20, 2010 08:50:10 AM, jgdjmd@aol.com wrote:  
To: L. Jean Walker, Rotary Club of Space Center

Can't think of anything off hand, but will think.  
Great this year:

- a. Having 3 cc machines which worked for all credit cards – way to go Marilyn
- b. Having volunteers at 3:00 to 5:00 – way to go Art

Next year will go back to tagging items on Thursday night. (My retirement party got in the way this year). Tagging items gives us insight into updates to auction list which we want to make prior to your making copies.

Alan Wylie

Hi Jerrold,

I had no problem getting to the records and they were just what I needed. This will save a lot of time from here on trackign down the attendance sheets. Thanks so much!

Also, although I'm not sure how much you have to do with this, I wanted to make a suggested for next year (too late this year no doubt) regarding Shrimporee auction items. Not only should we ask what the retail value is of each item/basket contributed, but we should separately ask how much the contributor paid for the item (free if donated, on sale or discounted price, or full retail price). For example, last year I

donated an American Tourister carry-on suitcase. I listed the retail price, but I was able to get the item at a substantial discount. Therefore, while it shows a loss on record it actually brought in more dollars than I spent. I think this is important. It means Rotary got more out of it than if I had simply donated the cash equivalent. I will be doing the same this year. Perhaps you can pass this along to whomever prints out the donation forms for the two auctions.

Once the numbers are complete from this year, I can generate a report for next year's Shrimporee Chair to consider.

Jean

L. Jean Walker, Ph.D.  
Professor of Marketing