

Flavor of SLO 2012: An Application of Communication Principles in Event Planning

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Introduction

The roots of the current study of communication can be traced back in almost all major parts of the world, Greece, China, Europe, the Middle East, each place providing evidence of an environment where men came together to discuss the philosophy and practicality of discourse. In a time where politics and status rested upon an individual's ability to not only share information, but to persuade his audience and gain influence, understanding the aspects of communication became a key to power. Not much has changed in modern society as the process of understanding information, communication, and discourse has grown in importance. With an explosion of availability and access to information through technology, comprehending the way that communication works in a variety of contexts is vital in every job, event, or action of life. According to the mission description of the communication studies department at Cal Poly, contemporary "courses in Communication Studies focus on the theory and practice of human communication in a variety of contexts: interpersonal, intercultural, instructional, organizational, political, in dyads, in small groups, and in the mass media" (Cal Poly Communication Studies). The combination of these concepts prepares students for a wide range of employment and service opportunities. In particular the skills and tools gained through my education at Cal Poly and through outside job experience led to the success and achievement of the senior project event Flavor of SLO.

In spring 2011 I took a rhetorical criticism class at Cal Poly as part of my curriculum. In the class was a friend, Mike, who was working on his senior project. He was part of a group putting on an event called Flavor of SLO, a fundraising benefit designed, planned, and implemented by Cal Poly students to help fund and channel the tireless energies and services of United Way. United Way, a nonprofit in San Luis Obispo, is a national organization that focuses

its efforts in specific local communities such as San Luis Obispo. Living in San Luis Obispo for the past four years, I decided to join the Flavor of SLO planning team for 2012, to make this event highly successful, giving back to the community that had supported me so well.

Recruited for the 2011 event as a volunteer, I signed up for a two hour time slot. Turning twenty-one only a few short months before, I had never attended a wine and beer event like Flavor of SLO and did not know what to expect. While volunteering, helping out the vendors, tasting and sampling the food and beverages, and aiding the Flavor of SLO team, I got an inside peek at the workings of the event. While there, I knew that I wanted to be a part of next year's team to create another day of entertainment and community service while putting into practice skills that I had learned in my four years at Cal Poly. I sought out Charlene Rosales, the chief operating officer at United Way, and let her know that I was interested in continuing the event for 2012. I then met with Charlene and the rest of the team in June of 2011. Our team consisted of six communications studies majors, Alyssa Santos, Courtney Wen, Quinn Thompson, Sarah Cooper, Lisa Hillebrecht, and me. I was excited to have another opportunity to work with the nonprofit sector and flesh out a variety of communication skills discussed in my classes.

Origin

The nonprofit sector has been a growing area of interest during my last two years of college. I desire to work in a field that provides services to those who are struggling financially, physically, or emotionally, and the nonprofit sector provides a variety of appealing ways to fulfill that goal. "Much of what constitutes our experiences of nonprofit organizations is social, interactive, relational, meaningful—in short, communicative" (Koschmann 141). Communication plays a very important role in the organization and facilitation of the nonprofit sector and I found this to be true through first-hand experience. My senior year at Cal Poly I

obtained a six month internship with the Food Bank Coalition of San Luis Obispo County, helping the fight to end hunger. I greatly enjoyed my experience and desired to continue my efforts to help those in my community. Flavor of SLO allowed for me to continue my passions by directly benefitting the population of San Luis. While working for the Food Bank, I was able to observe and gain knowledge about event planning, persuasive writing and rhetoric, small group communication, and organizational communication styles that influenced my decision to work on Flavor of SLO.

My role at the Food Bank was highly advertising based where I was expected to produce a variety of promotional and persuasive written products geared towards events put on by the Food Bank programs. Understanding how to write well to a specific audience and understanding the ideologies inherently present in the context of my environment was important to my success as a writer. With a steady stream of employees and volunteers constantly filtering through, organizational communications was helpful in allowing me to critique the inter-office communication styles and roles. Understanding the power differentials and chains of command from an organizational communication point of view helped me understand my role in the context of all the others and what the expectations were of me. Working in the context of all these different people, I observed the dynamics of team work and how communication factored in to group dynamics. I loved knowing that my actions and efforts were contributing to a greater cause and when deciding what to do for senior project Flavor of SLO presented itself as another opportunity to serve my community and directly benefit others while achieving Cal Poly's motto of learn by doing.

Recently labeled as one of the "happiest places in America", San Luis Obispo County is known for its beautiful beaches, luscious wineries, and thriving social life. Among the many

events that take place in San Luis County, Flavor of SLO, a wine and beer tasting fundraiser is making its own mark. Four years running, Flavor of SLO has been championed by a group of Cal Poly students dedicated to fulfilling the vision for a sophisticated yet comfortable event which also benefits the community. In the almost year long process of planning and implementing the event, the basics of small group, persuasion, and organizational communication became valuable and necessary tools to successfully do my job and maintain healthy relationships with my team and the staff at United Way.

The Nonprofit Sector

To some, Flavor of SLO may seem like just another one of the many central coast tasting events held in San Luis Obispo. But this is more than just an event; it is an accumulation of time, effort, resources, and skilled individuals coming together with a similar goal and purpose to help better the education, income, and health of the residents and people in San Luis Obispo County. United Way is dedicated to “a world where all individuals and families achieve their human potential through education, income stability and healthy lives” (Live United). In its essence Flavor of SLO is more than just a non-profit fundraiser which highlights restaurants, wineries, and breweries of San Luis Obispo area, it is a chance to communicate to those in need that they are valuable.

United Way was established over 100 years ago and has been a part of the San Luis Obispo community for over fifty years. “Nonprofit corporations contribute to the quality of life for all SLO County residents in many visible and invisible ways. Though less tangible, the nonprofit sector is an ever-evolving, widely diverse force generating significant economic benefit and stability for local residents” (Live United). Over these past couple decades, United Way has chosen to focus on three specific target areas in their community’s agenda for change:

education, income, and health. “In American culture, ‘nonprofit’ has come to mean more than the financial distribution constraints on a particular organization; it has developed an ethos that implies a particular way of working and relating in society” (Koschmann 142). With over a million nonprofits in existence, the number of people affected by and supporting the efforts of a nonprofit organization continues to grow. United Way, like many others, is doing their part to work with and relate to the San Luis Obispo community, going beyond the financial and focusing on building up better programs for the future.

United Way has a vision of creating community collaboration to achieve their collective goals. Understanding their objectives and how those objectives relate to the goals of Flavor of SLO was essential to ensuring the success of the event. “Each of these goals is achieved through the implementation of United Way initiatives and measured through specific community-wide metrics, therefore ensuring that our results are efficient, local, and focused on tackling the underlying causes of problems” (Live United). United Way as an organization attempts to raise and invest billions of dollars every year to support innovative programs and strategies that generate sustained impact in specific local communities.

While strategy and goal setting are a big part of what United Way does, action does not become possible if they do not have a strong volunteer base and business sector support. “Several key aspects of the nonprofit sector, (e.g. social capital, mission, governance, volunteer relationships, ect.), are inherently communicative and warrant research and theory building that understands and appreciates the complexities of human interaction” (Koschmann 139). Human communication is complicated and learning how to use it to benefit the approaches of United Way and events like Flavor of SLO is vital. Strategies that succeed most frequently are the ones that foster connections uniting others in the fight against poverty, disease, and ignorance. One of

the best ways to do this is to bring people together for an event. “Even in the age of Twitter, Facebook and a host of other social media tools, live events remain a critical and effective marketing method for any organization” (Nicholson 46). Flavor of SLO as an event directly meets this goal and connects the business men and women of San Luis Obispo County with the needs of United Way and the surrounding community. It also prompts the Cal Poly student population to be a part of United Way’s cause, expanding their vision outside the college bubble. One hundred percent of the proceeds raised from the event go to the programs of United Way to further their aim to make sure that they achieve their “bold, 10-year goal: to increase by one-third the number of youth and adults who are healthy and avoid risky behaviors by 2018” (United Way). Fundraising is a large part of the way Flavor of SLO benefits United Way. Like all organizations, United Way needs financial support to engage their programs. Flavor of SLO is an event that communicates this need to a wide array of students, businesses, and community members by bringing unity and action to the San Luis Obispo area. Working with a team to put this event together required communication efforts to be highly efficient and action oriented. Through the work achieved by the six members, Flavor of SLO has become a practical and advantageous venue for United Way.

Small Group

Much of the inner working of Flavor of SLO is based on the efforts of a team of people working together for a common goal. Teams bring together skills and experiences that exceed those of any individual and the communication among those members is imperative to its success or failure. The key to a team like Flavor of SLO is a unified commitment to a goal. Without this principle, groups perform as individuals; with it, they become a synergistic communicative unit. Groups or teams tend to go through a series of developmental stages as they mature and grow to

achieve the desired group dynamic. Through this growth, goals, norms, and patterns are established creating a launching pad for team productivity.

The literature of group development reveals a range of theoretical models although one of the “most influential models of the developmental process - certainly in terms of its impact upon texts aimed at practitioners - has been that of Bruce W. Tuckman (1965). While there are various differences concerning the number of stages and their names - many have adopted a version of Tuckman's model - forming, storming, norming performing, and [later] adjourning” (Smith). Many of Tuckman’s conclusions about groups came from his work at the industrial psychology lab at Princeton and his time as a research psychologist at the Naval Medical Research Institute according to author Mark Smith who wrote about Tuckman’s model. In Isa Engleberg’s and Dianna Wynn’s book *Working in Groups*, they present “Tuckman’s Group Development Stages” model. This model takes a group through five life cycles called Forming, Storming, Norming, Performing, and Adjourning. Flavor of SLO as a project presented itself as a challenge with a set of specific measurable goals which propelled the planning team through the known stages of group development. The first of the stages is called Forming or the orientation stage.

Forming

When members join a group they are asking questions such as “how do I fit in?” and “what is expected of me?” Coming together as a team in September of 2011 and faced with a long nine month itinerary, the Flavor of SLO team needed to figure out the basics. “During the initial forming stage, members carefully explore both their personal goals and the group’s goals” (Engleberg and Wynn 29). Although we were all friends prior to Flavor of SLO, and some of us even roommates, we had never worked together in an academic setting. Our group of six communication studies majors entered into the planning process very excited and anxious to

begin the extensive process of scheduling the Flavor of SLO event. However the production was low because we had little knowledge of what needed to be done and how to do it besides the few notes from the 2011 team. During this formation of our group, we met to decide things such as participation, who talks and when in our meetings, decision making, who makes the final decisions and will it be majority rule, consensus, unanimity, or United Way's authority. Many of these decisions evolved out of the specific job titles that each group member took on for the event. The six members divided into three pairs. Sarah and Quinn choose the role of vendor liaison, Courtney and Alyssa took on marketing and publicity, and Lisa and I took on the role of event coordinators. The decision making process was treated mostly as majority rule in group decisions but there was also an element of individual or pair decision in people's specific tasks. Due to my role as event coordinator with Lisa, we prepared most of our meetings and helped facilitate the flow of conversation, directing it to the agenda and making sure each party was connected and included.

We also set the basics for how we perceived and handled conflict resolution, who took positions of leadership, our main goals, and the roles of each member. Specific expectations of norms, behaviors, attendance, contribution, and problem solving strategies were also applied to the subgroups. Much of our conflict during the planning process within our group came from a difference in expectation and recognition of what was acceptable behavior in relation to being on time, participating, and attending meetings. We encountered different styles of leadership that not everyone agreed with and conflict was not always handled effectively. In the beginning, the group was new and reluctant to confront issues directly so the norm became that if there was a grievance by any group member that my role as harmonizer would be called upon and I would be asked to help make possible a resolution. Within this context I took on the role of leadership in

making sure that conflict between specific teams and in our overall Flavor of SLO group was maintained in a healthy and collaborative way. Because of the special nature of groups within the larger group, expectations of job roles and duties varied from person to person so it was important that our overarching goals for the event remained continually communicated.

Setting goals for a group, especially one planning an event as extensive as Flavor of SLO, is not just necessary, it is crucial to the entire development. Teams can falter at the initial start for lack of a clear purpose and direction, creating a cycle of ineffectiveness. The planning of Flavor of SLO was simultaneously a group, pair, and individual task, requiring group members to work individually on specific parts but also come together to coordinate our efforts. Due to this dynamic, goals were set together and as smaller subset teams. For Flavor of SLO we set a few different overarching goals to accomplish. As a group we wanted to exceed the 2011 grand total income from the event and raise the net income to ten-thousand dollars. The year before the group raised a net income of about nine-thousand dollars. We also wanted to redesign the website, pull in new vendors that had never been to the event before, produce a more effective marketing strategy, obtain at least thirty auction and raffle items, and create a new sound for the event with our musician choice. With these goals and many others that we formed along the way, we were able to begin moving forward with our group and individual tasks. High-quality goals are those that contain a stretch element to them. They go beyond what happened in previous years and are accomplished by implementing new strategies that go beyond simply plugging in the methods of the past. All six of the members on our team had a great desire to build on an event that was already good and make it great, stretching our communication skills to the limit in an attempt to always be improving.

Storming

Second in the cycle of development is the storming stage where “groups confront the conflict—cohesion dialectic and the leadership—fellowship dialectic” (Engleberg and Wynn 30). When groups form they tread lightly in the areas of conflict, usually balking at attempts to initiate clash. But as they progress in development, tension and disagreement of opinion bring diverging expectations and values to the surface. Group members often vie for power or attention as they test limits and establish “a climate in which members understand the value of disagreeing with one another” (Engleberg and Wynn 30). A concept that was hard for many of the group members was the idea that conflict and disagreement can be healthy and even encouraged. Groupthink was the last thing we wanted for this event as we strove to be creative and innovative in our approaches. Although initial reluctance to admit frustrations or disagreements began our time together, confidences grew and parties demanded to be heard. Because the process was long, the development of conflict and cohesion and leadership and fellowship dialectics would rise and fall depending on stress levels and how that connected to specific people’s roles within our team. Different duties for different members created more stress or pressure during various periods of time in the planning process. While all members were considered equal, certain people attempted to take control and leadership positions more readily and more vocally. This created tension for those who did not see themselves in a follower role. Group members also had very busy and varied schedules which put a strain on attendance and meeting times.

Working with the schedules of six people and factoring in school, jobs, clubs, and life, put a strain on our ability to all meet once a week for a group meeting and for a meeting with United Way. Combined with different people’s notions of what were acceptable attendance, time, and participation behaviors created a communication climate that would sometimes rest on frustration. Decisions are effected by “emotions, power, hidden agendas, interpersonal conflicts,

competing goals, and forces outside the group” (Kersten). As event coordinator for Flavor of SLO, I took on some natural directing in this area. By creating weekly agendas and action steps for all meetings and keeping track of minutes, I developed a broad view of members roles overall and was able to bring the group focus. I understood the nuisances and difficulties of time constrictions and understood the perspectives of certain members did not match those of others. Part of the role I took on in our group was harmonizer and encourager. My communication style was very relational while others were either task oriented or authoritative. I worked hard to make sure that people understood why tasks were important but also the reason that relationally it was important to be meeting certain standards and goals. Knowing the complex nature of human communication, I observed the implicit assumptions made by others and attempted to bring those to the surface. When working with others, one must make an extra effort to fully recognize the various styles and modes of communication that each person is bringing forth so that a group can understand best how to facilitate conflict, task strategies, and relational harmony.

Norming

The third stage of development is called Norming, where members “resolve these early tensions and learn to work as a cohesive team” (Engleberg and Wynn 32). The communicative process became more open and task oriented in this stage with a refocus on our mutual goal of creating a successful event. Each of the team members took responsibility for the success of the group’s goals while I facilitated communication efforts between specific teams. An important part of keeping track of all parts of this project was taking notes at our meetings and sending out action steps each time. An example of this can be seen in the appendix pages. Action steps are specific efforts that are made to reach the goals your group has set for themselves. Our task directives kept us conscious of what needed to be done and what was most immediately

important. Being able to see other people's tasks was helpful in keeping everyone accountable and aware of what all teams were accomplishing. Having a constant stream of updates, action steps, and notes that I was able to send out to our team made it easier to be cohesive and on the same page.

Performing

The next phase is called Performing, where members are “fully engaged and eager to work. Roles and responsibilities are fluid; they adapt and change according to group needs and task requirements” (Engleberg and Wynn 32). During this time groups tend to have high morale and focus their energies on both the task actions that need to be completed but also the relational dimensions of the group. The Flavor of SLO team was unique in the fact that we were all good friends before working together and three of us are roommates. Focusing our energies on the social dimension of the group was significant. Dealing with conflicts and effectively communicating frustrations had to be separated from the problems that permeated our separate social lives where we were just friends, not team members. The closer we got to the actual event the more excited and anxious we became. Starting so far before the actual day made it hard to see the event as reality.

Once we got to March, two months out from the event, our energy level grew as our anticipation level rose. By this point, the norms and responsibilities were no longer something we thought about but rather just existed and we changed and adapted to issues and challenges as they arose, supporting each other and offering help when members needed it. This ranged from going to give presentations together, handing out fliers, helping keep up with social media, recruiting more auction donors, and finalizing countless other little details. We spent the most time together during the last two months, meeting every week as a group and every Friday at the

United Way office to discuss progress, needs, and other issues. With the heightening sense of anticipation was also the focus on encouragement and commitment to our goals and relationships. My role as event coordinator was more fluid than other group members so I continuously was able to help other members and assisted in communication efforts between teams. This allowed me to be more fully engaged in understanding the roles of others in the group.

Adjourning

The last division of the *Tuckman* model is called the adjourning stage which is when a group reaches its goal and then disbands. For the team, the actual event represented the climax of our time together. That day was the product of nine months of planning and work that lasted about ten hours. Our team remained in a state of group development limbo for the next few weeks after our event as we had to finish up thank you cards, giving thank you gifts to United Way members, put together information for next year's team, and tie up all loose ends. Talking with group members after the event we were very proud of what we achieved but also felt a sense of disconnect after having spent so much time working together. The event seemed to have happened in an instant when compared to the long process of planning. Most of the group expressed a sense of nostalgia although they were glad to be done. But good leaders know that the work is not complete when the project is complete. On-going maintenance and follow through is critical to preservation of the original goal. Continuing Flavor of SLO and supporting United Way for next year's team became part of our responsibility along the way and extended the adjourning process to be longer than normal lasting about three weeks after the event.

The *forming*, *storming*, *norming*, and *performing* stages did not all flow in a neat linear cycle as might be concluded by this recounting of the process. Human relationships are messy

and communication efforts and dynamics are also messy. Because of the long planning time we saw certain elements of each stage happen continually throughout the process, due to the ever changing and evolving nature of our roles and duties for the event. Learning how to deal with each of those stages in an effective and productive manner, led our team to have great success in planning Flavor of SLO.

Persuasion

Persuasion and influence have been a concern of the public and political spheres since ancient times. Often persuasion is said to be synonymous with the word rhetoric, an art that attempts to advance the capability of speakers and writers to inform, persuade or motivate audiences in a particular circumstance. Philosophers have discussed at length the ideas of persuasion and rhetoric differing on their conclusions. Plato, in one of his Socratic Dialogues *Gorgias*, defines rhetoric as the persuasion of ignorant masses within the courts and assemblies. He wrote that rhetoric and persuasion are merely used as a thing of flattery. Aristotle the student of Plato, disagreed with this definition providing his own understanding in his essay *Rhetoric*; claiming that rhetoric is "the ability to identify the appropriate means of persuasion in a given situation" (Melissa). This allowed the study and identification of persuasion and rhetoric to be pertinent and relevant to all fields, not just politics. Aristotle separated rhetoric into three types of oratory: judicial, deliberative, and epideictic. These three branches provide a unique new way to study the tactics, methods, and motivations of persuasion.

Understanding persuasion and the techniques behind it intrigues us. We strive to understand the psychology of compliance whether for business or for pleasure as it becomes an ever growing presence in the world we live in. In Robert B. Cialdini's book *Influence*, he provides a variety of different rationales and tactics for the art of persuasion. For Flavor of SLO

almost all of the themes talked about in the book took place during the planning process for the event itself. One in particular that was relevant for me was the *click whirr* mechanism. The *click whirr* mechanism that Cialdini discusses refers to the automated responses that permeate our decision making. We have too much information coming at us daily to really process everything. Our minds naturally make a filter to keep us from a mental information overload. This can lead to a pattern of judgmental heuristics or mental shortcuts that we employ in making our everyday judgments. When people find our triggers, they can in a sense flip our switch then, click, and whirr, our response follows. This and other stereotypical responses we take as mental shortcuts can be exploited in the attempts to persuade.

Keeping things simple is important to remember when trying to persuade others.

Although there are other factors that play in, the tactics used in gaining support, tickets, and auction items for Flavor of SLO forced us to state our case in a clear and concise manner. With written communication, “there is a clear inverse correlation between complexity of a message and its effectiveness at motivating people. In layman’s terms, the more you say the less people listen” (Brooks 17). When constructing different documents or appeals of persuasion for Flavor of SLO, such as the auction recruit letter, the volunteer letters, or other email exchanges, the specific terms and discourse I choose were important means of communication which can be referenced in the appendix pages. “Americans are exposed to something like 2,000 marketing messages every day. All that noise has forced us to develop strategies for ignoring as many messages as possible. And the first-line strategy most of us employ is to ignore messages that don’t instantly proclaim their relevance to us” (Brooks 17). Some fundraising messages attempt a more complicated course in hopes that they cannot only get a person to perform a certain action but also educate them on context, become more aware, learn more about the organization, the

product, do open-ended good deeds, and perform multiple actions. As rewarding as that is, people do not have the time or motivation to stay with you long enough to get all those things done if they do not already have an invested interest. Recruiting businesses to donate for the silent auction and raffle for Flavor of SLO our message needed to be clear, simple, and effective.

The revenue earned from the Flavor of SLO event is the vehicle with which United Way can drive and support the programs of San Luis Obispo County. Writing the auction recruitment letter my goal was to create a document that was informative and persuasive. Starting with the title that says *Donate for a Great Cause*, the response prompted could not be any clearer. It is simple but obvious what our desire was by the first bolded statement. “Though often taken for granted, terms such as nonprofit, volunteer, faith-based, and mission enable symbolic action within specific discourse communities and call into being social realities that enable and restrict organizational activity” (Koschmann 142). Knowing the certain language produces a certain kind of reality for people I knew that specific terms would provoke specific responses. I peppered the letter with phrases such as *fundraiser*, *nonprofit*, *support*, and *values*. I wanted to create a sense of opportunity and desire in people to live up to the idea of being a member of the community who values San Luis Obispo. The beginning also made an attempt to speak on why this act benefitted the particular business and continually related back to why the manager or donor should care.

While short, the letter proved to be effective in the field. I visited over a hundred different businesses in the San Luis Obispo area and this letter became my gateway to longer conversations and a reminder to businesses after I had left. Cialdini’s *click whirr* mechanism was also something I attempted to incorporate into my auction recruit tactics. When you approach someone to ask for a donation I found first that face to face is always best; it makes things more

personal and shows a level of respect. But also I learned that businesses and managers are often operating on a *click whirr* pattern where if the message is not simple or poignant, then it does not register for them. Combining my in-person approach with the clear and focused language and prose, I hoped to break through and work with the mental shortcuts of possible donors. Overall we were able to collect enough items to create twenty different raffle items and twenty-three auction bids, a total of over forty items. Another example of language and persuasive use could be seen in the writing of the Soap Box script for Good Morning SLO, a presentation before the Chamber of Commerce and local business men and women of San Luis Obispo which is included in the appendix section of this paper.

Every month, some 280-300 local citizens wake up early to gather at the Grace Community Church for an informative, high-energy breakfast program to network with friends and fellow business people. They look forward to being entertained and informed, and they really enjoy and remember the soapboxes that are presented in a energetic and creative manner. With this in mind I took on the task of writing this year's soapbox script for Flavor of SLO. The script that I wrote was complicated because we had exactly two minutes to get all of our information in. We wanted to be impactful and creative in our approach and leave them something to remember us by. Courtney, one of the publicity and marketing managers, made us all signs with our facebook, twitter, website, and logo on them which we held as we spoke and we all wore matching red Flavor of SLO shirts to stand out. We highlighted how coming to our event showed you were a person who cares about the people around you and hoped that by presenting our event as not only fun, cost effective, and beneficial to them, that they would feel a sense of obligation to live up to the reputation of being a caring community member. We also gave away two tickets to a winner at the soapbox and gave every attendee one of our postcards

with all our information. Our goal was to stand out among all the other presentations with our sign, bright colors, and upbeat attitude.

Organizational Communication

In communication, messages are constructed and exchanged according to an organization's goals, policies, and specific objectives like the three target areas for United Way: education, income, and health. There are four types of organizational messages; task, maintenance, human, and innovative messages. The communication types of the United Way organization are mostly based around task and maintenance messages. United Way as an organization and as a vehicle for Flavor of SLO, uses task and innovative message which reflect the nature of their goal setting environment.

Maintenance messages usually pertain to policy, regulation of the organization, and achievement of output. United Way made sure that we kept on task by giving us goals, action steps, and specific duties that we were expected to achieve. Having meetings with them regularly created a consistency in their ability to regulate our progress while still giving us the freedom to be creative with the event. "United Way's goal is to create long-lasting changes by addressing the underlying causes of these problems. Living united means being a part of the change. It takes everyone in the community working together to create a brighter future. Give. Advocate. Volunteer. LIVE UNITED" (Live United). United Way was very focused in our meetings with staying on task to accomplish the goals we set for ourselves. Our meetings made sure that everyone had all the information necessary to perform at their highest level. Flavor of SLO is part of a larger mission that United Way has in improving problems and uniting those in the community. This event allows the planning team to be innovative while staying on task. Our team had to be constantly changing and adapting our plans, activities, and directions during the

process as we brainstormed new ideas, attempted new strategies, and strove to put our own mark on the event. With all the ideas and plans being put into place, United Way also used maintenance messages to keep us on the right path. These types of organizational messages are conveyed in different types of structures and organizational climate.

There are two types of organizational communication structures, formal and informal. Formal communication is communication through specific or officially designated channels usually following some sort of hierarchy based on positions in the company. It can also be broken into three different subcategories: upward, downward, and horizontal communication. Upward communication is when messages flow from lower to higher levels of organization usually from a subordinate to a boss. Downward communication is when messages flow from higher to lower levels of organization such as a boss to a subordinate employee. Horizontal communication is when messages flow across the same level between employees with the same degree of authority. Informal communication messages are contrasted to formal one and seen as “episodes of interaction that do not reflect officially designated channels of communication” (Shockley-Zalabak). Our message types with United Way started out much more formal, with United Way telling us their goals, desires, and expectations in downward communication flow. As our group became more comfortable with United Way and our main contacts, we switched back and forth between and upward and downward communication flow, reporting our progress and ideas to United Way and them giving us suggestions, feedback, or direction. Informal communication was always a part of our team communication especially since all of us are good friends and roommates so we naturally engaged in social and personal communication alongside the event.

The last couple months were the most informal as comfort levels reached their peaks and trust and responsibility grew for our team. I exchanged many emails with Charlene, our United Way contact and was treated as an equal as far as making leadership decisions. The climate of the office at United Way was informal but respectful, allowing us the ability to speak freely about our thoughts, questions, and concerns, while still recognizing the authority and importance of the leadership of the United Way directors. The communication on behalf of United Way provided our team the opportunity to be independent but accountable which made our jobs real and important because if we failed we would have no one to blame but ourselves. Like many nonprofits the communication climate and messages types reflected a relational aspect as well as a business aspect which was paralleled in our group communication, which was part relational and part organizational. The United Way staff consistently checked in on us to see how we were feeling and doing emotionally and physically while still being concerned about how we were doing professionally with the event planning. These human elements made our team feel encouraged and motivated to do well for the organization and provide them with a very successful event.

The Event

Success is a relative word and can allude to a couple different factors. We based the success of our event on a combination of features including amount of money raised, vendor and attendee satisfaction, and effective implementation, communication, and completion of the event. The day began for us with a 6:30am wake up call to get up and get ready for the day. We meet all together at 7:30am to eat breakfast together and mentally prepare for the day. We then meet at United Way at 8:30am to load supplies and drive over to the Jack House. From that point on we were busy setting up until the event started and finished finishing clean up around 6:00 pm.

Exhausting and exhilarating, the day was a whirlwind of activity but went very smoothly with only a few challenges arising. With many friends and family in attendance it was surreal for our team to finally see the day come to fruition. After the event the one question we all had was how did we do financially?

Despite its entertainment value, Flavor of SLO is at its foundation a very lucrative fundraiser. In 2010 the Flavor of SLO team brought in a net income of a little over three-thousand. In 2011 the Flavor of SLO team raised a grand total of over eleven-thousand dollars with a net income around nine-thousand. Our team goal for the 2012 Flavor of SLO event was to raise a net income of ten-thousand from a combination of ticket sales, auction bids, and raffle ticket sales. The grand total for the Flavor of SLO 2012 event came to about twelve-thousand five hundred dollars although our net income totaled to be a little over eight-thousand dollars. The discrepancy lies in the expense breakdown between year 2011 and 2012 with 2011 having an expense deficit around two-thousand dollars while the 2012 event had an expense deficit of about four-thousand dollars. The increase in expenses came from four different expenditures that were deemed necessary for the event.

First were the wine glasses that each guest receives upon entry. In the previous year, the team had left over wine glasses from 2010 and so the sponsorship money that would have paid for those glasses was able to be spent on other items. Second, United Way purchased a banner this year to hang across Marsh Street the week of the event to get exposure and advertising. This banner was a new expense this year but definitely worked well as an advertising ploy. Multiple people spoke to our team at the event and told us that they had seen the banner and that is what prompted them to buy their tickets and attend. The third expense was the print ads placed in the Tolosa Press and New Times newspapers. These ads were run a few different times which added

a lot to our deficit budget. Lastly there was day of costs and out of pocket reimbursements for ice, water, and wrapping items for the auction. Despite the increase in our expenditure budget we considered our event very successful financially.

Our overall earnings were higher than any previous year for the event and we were able to recruit over forty different auction and raffles items compared to last year's thirty items. We also sent out a survey after the event asking overall how satisfied attendees were with the event this year. Eighty-four percent of event attendees gave the highest praise of the event saying they were very satisfied with their experience. Sixty-one percent of attendees also said that our ticket pricing was just right. The last question asked for suggestions for improvements for next year. We had a variety of responses but many wished that the event had been longer and loved the variety of vendors. Vendors spoke highly of our team and felt very cared for by our volunteer staff. Another thing that attendees enjoyed this year was the music. Local band History of Painters and jazz musician Dave Burns were very well received. The combination of folk and jazz created a classy and relaxed atmosphere for the event.

This event was a success not only because of the amount of money raised, number of vendors and people in attendance, or even because of the music, auction, or raffle; rather the success came from the satisfaction of seeing the skills and themes of communication studies come to life in a real and tangible way. Our mission when we started was to continue in the creation of a great event, but that evolved along the way to be a mission to recruit the residents of San Luis Obispo and communicate that that we care for those in need in our community. The entire process of planning and implementing this event expanded and stretched the limits of my communication skills and allowed me to grow in my understanding of what communication looks like in the real world.

Conclusion

Completing a project like Flavor of SLO, it is easy for me to see and understand the necessity and importance of how communication worked and functioned to make the event so successful. Part of the goal at Cal Poly for communication studies majors is to learn how to critically think about how verbal, nonverbal, and written discourse functions and how to also produce and use it effectively.

“The general mission of the Communication Studies degree program is to facilitate students in developing their ability to reason critically, to speak and write effectively, and to understand and appreciate the influences of culture upon their lives. The discipline specific mission of the curriculum is to enhance understanding of the nature, processes and effects of human communication” (Cal Poly Communication Studies).

I can say without a doubt that the mission of the communication studies program was more than adequately reflected in the nine months of tireless effort that went into putting on Flavor of SLO. Diving into new cultures, like that of United Way and the business community of San Luis Obispo, we were forced to critically analyze all of our choices and reflect on what they communicated to the outside world. This reflection and exploration into the different communication tactics and patterns of San Luis Obispo enhanced and widened my understanding of the effects of human communication. In a university where there is an emphasis on *learn by doing*, Flavor of SLO provided the most inclusive and expansive use of the skill and knowledge obtained from the curriculum at Cal Poly. Flavor of SLO was a multi-dimensional and strategic test of all the aspects of communications in real time. With the added pressure of affecting real people's lives; Flavor of SLO demonstrated the importance and necessity of understand more

fully the complexities of human communication. For some this may seem like just another senior project, but for the people of San Luis Obispo and United Way this was a chance to change lives for the better. And I can quite honestly say doing good has never tasted so delicious.

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Appendix A Event Coordinator Role

Main Duties

- Work closely with co-event coordinator, food and vendor liaisons, and publicity coordinators
- Stay in constant contact with United Way to meet all deadlines and stay on track
- Manage meetings, provide progress reports, create timelines, and facilitate communication between all members.
- Work with other team members to make sure they are fulfilling their roles as well as helping them on their specific tasks if help is required
- Plan and execute the logistics of the event prior to and the day of, working with the team and United Way to gather important forms, coordinate volunteers, deal with ticket sales, and accomplish various other jobs
- Recruit two new musicians to play in the three hour time slot for the event and take care of equipment needs
- Facilitate and implement all parts of the silent auction and raffle
- Help organize and construct duties and roles for volunteers for the event
- Organized team presentation and script for Good Morning SLO before the Chamber of Commerce
- Mediated and channeled communication and conflict between group members and United Way

Appendix B Volunteer Invitation



To the volunteers of Flavor of SLO,

We are so excited for you to be a part of this amazing event. As a volunteer for Flavor of SLO your efforts will help us in our goal of continuing United Way's mission to promote education, income, and health in our community. The event officially begins at 1pm and will end promptly at 4pm. Volunteers will be helping set and take down after the event as well.

Volunteer duties:

- Check with vendors to see if they need anything
- Make sure vendors have ice
- Give vendors a break so that they can enjoy the event or go to the bathroom
- Pick up trash/replace trash bags when cans are full
- Sell raffle tickets
- Facilitate/watch over silent auction and raffle items

Things to be aware of:

- You cannot taste or drink during your shift
- You must remove your volunteer shirt after your shift
- You must bring your ID to get into the event
- You are welcome to bid on silent auction and raffle items

By participating in this event you contribute to a well established and respected local nonprofit organization. You will represent yourself as an individual that values the community and one who gives back. Thank you again for committing your time to Flavor of SLO. We will be updating you on specific shift times, duties, and other arrangements no later than 1 week before the event takes place.

If you have any questions feel free to contact us or visit our website at www.flavorofslo.com. You can also like our facebook page and follow us on twitter for more up to date information about vendors and other exciting developments.

Sincerely,

Lisa Hillebrecht Allison Sasscer

flavorofslo@gmail.com

Appendix C Photographer Invitation



Dear Brita Shallcross,

We are so excited for you to be a part of this amazing event. As a volunteer for Flavor of SLO your efforts will help us in our goal of continuing United Way's mission to promote education, income, and health in our community. The event officially begins at 1pm and will end promptly at 4pm.

Photographer duties:

- Take a picture of each vendor at their booth (important for thank you notes/website)
- Take picture of the front table of the United Way crew
- Take a picture of each band
- Take casual pictures of the event
- Take picture of our sponsors
- Take picture of the communications professors if they will let you

Things to be aware of:

- You cannot taste or drink if you are wearing a volunteer t-shirt
- You must bring your ID to get into the event
- You are welcome to bid on silent auction and raffle items

By participating in this event you contribute to a well established and respected local nonprofit organization. You will represent yourself as a individual that values the community and one who gives back. Thank you again for committing your time to Flavor of SLO. We will be providing you with a list of all our vendors and sponsors before the event.

If you have any questions feel free to contact us or visit our website at www.flavorofslo.com. You can also like our facebook page and follow us on twitter for more up to date information about vendors and other exciting developments.

Sincerely,

Allison Sasscer
Flavorofslo@gmail.com

Appendix D
Musician Recruitment Letter



Dear Dave Burns,

Allison Sasscer and Lisa Hillebrecht would like to invite you to be a part of the 4th annual Flavor of SLO event, a local food and wine tasting fundraiser benefitting the efforts of United Way Services, a non-profit of San Luis Obispo. We are working with a team of Cal Poly students who are organizing this event for their senior projects and are looking for some musical talent to be a part of this year's event.

Flavor of SLO displayed twenty different local restaurants, wineries, and breweries last year including those such as SLO Brew, Splash Café, etc. Flavor of SLO will take place on Sunday, May 6th, from 1-4 pm at the historic Jack House and Gardens in San Luis Obispo, and will also feature a silent auction and raffle prizes.

All the money raised at the event will go to United Way to further their efforts to create lasting change in the San Luis Obispo community by focusing on the building blocks for a good life: education, income, and health. In addition to enriching our community, Flavor of SLO is a promotional opportunity for the featured musical talent with perks such as:

- Band name on all printed materials and ads
- Acknowledgement in radio and television announcements
- Band recognition and logo on Flavor of SLO website
- Signage at event
- Free entrance to event along with band members

By participating in this event, you provide more than just benefits to your group but also contribute to a well established and respected local nonprofit organization. You will represent yourself as a group that values the community and will receive recognition for this through our numerous promotional materials and campaigns.

To participate, please contact us directly via email or phone. For more specifics about the event, visit our Facebook page <http://www.facebook.com/flavorofslo> or follow us on Twitter at Flavor of SLO 2012. Thank you and we look forward to speaking with you soon.

Sincerely,

Allison Sasscer

www.flavorofslo@gmail.com

Lisa Hillebrecht

www.flavorofslo@gmail.com

Appendix E Good Morning SLO Soap Box Presentation 2012

Quinn: Good Morning San Luis Obispo! We are a Cal Poly Senior Project Team and we are here to tell you about our upcoming event Flavor of SLO.

I'm Quinn

I'm Courtney

I'm Alyssa

I'm Allison

I'm Sarah

I'm Lisa

Courtney: Flavor of SLO is a local tasting event taking place on May 6th showcasing the many flavors of San Luis Obispo. 100% of the proceeds benefit United Way of San Luis Obispo County, a nonprofit which has been giving back to this community for over 50 years

Alyssa: We are featuring live music from local band History of Painters, Jazz musician Dave Burns, and exciting auction and raffle prizes. Along with great music there is a tasty array of Italian, Asian, Mexican, American, and Mediterranean food, paired with smooth wines and refreshing beers.

Alli: There are a lot of reasons this event is special.

- First: F.O.S. is a blending of student and community collaboration
- Second: Its local, taking place at the Jack House and Gardens on Marsh St. which makes it cost effective
- Third: In a struggling economy F.O.S gives you the opportunity to care, and care well for your neighbors in need
- Lastly: Costing only 45.00 this event is casual, it's comfortable, with just the right amount of sophistication to leave you feeling relaxed and fulfilled

Sarah: Buying a ticket for Flavor of SLO guarantees you a wonderful afternoon minutes from your house, and most importantly all the money we raise goes to United Way of SLO County. Doing good has never tasted so delicious!

Lisa: To purchase your tickets and for more information on the event, visit flavorofslo.com. We hope to be seeing all of you there, BUT one of you has actually won two free tickets already! If you wouldn't mind looking at your postcards... can the person that has the gold sticker on the back of their postcard stand up.

Congratulations, we have a winner! Come see us after to get your tickets. Thank you!

Appendix F
Auction and Raffle Item Recruitment Letter



Donate for a Great Cause

Allison Sasscer and Lisa Hillebrecht would like to invite you to be a part of the 4th annual Flavor of SLO event, a local food and wine tasting fundraiser benefitting the efforts of United Way Services, a non-profit of San Luis Obispo. We are working with a team of Cal Poly students who are organizing this event for their senior projects and are looking for items for our silent auction and raffle to help raise money to support the efforts of United Way.

By participating in this event, you gain more than just excellent marketing for your business but also contribute to a well established and respected local nonprofit organization. You will represent yourself as a group that values the community and one who gives back.

Flavor of SLO displayed twenty different local restaurants, wineries, and breweries last year with about 300 people in attendance. Flavor of SLO will take place on Sunday, May 6th, from 1-4 pm at the historic Jack House and Gardens in San Luis Obispo, and will also feature a silent auction and raffle prizes which can include your unique donation.

All the money raised at the event will go to United Way to further their efforts to create lasting change in the San Luis Obispo community by focusing on the building blocks for a good life: education, income, and health. In addition to enriching our community, Flavor of SLO is a promotional opportunity for your business to cater to a wide range of event attendees.

To participate, please contact us directly via email or phone. For more specifics about the event, visit our website www.flavorofslo.com, Facebook page <http://www.facebook.com/flavorofslo> or follow us on Twitter at FlavorofSLO2012. Thank you and we look forward to speaking with you soon.

Sincerely,

Allison Sasscer
flavorofslo@gmail.com

Lisa Hillebrecht
flavorofslo@gmail.com

Appendix H
Auction and Raffle Donations

<i>Business</i>	<i>Donation</i>	<i>Value</i>
Allison Sasscer	Skim Board	\$50
Alexis	Justin Wine	\$45
Amnesia	Weeping Mogi Head (\$36)	\$36
Ben Lowerison	Cost Plus Gift Basket with wok	\$50
Beverly's	3 Wicker type baskets (worth \$20)	\$20
Board member	Star Lane Wine	
Board member	Alpha Omega Wine	\$75
Cerro Caliente Cellar	2 bottles wine (\$18/\$20) & (tasting for 2: \$10)	\$48
Char Stolie	\$100 in gift certificates: gap, itunes, old navy, T.J. Maxx	\$100
Christine Johnson	The Skin Stop: Facial & lip balm	\$70
Crushed Grape	Gift Basket	\$75
Donna Wolfe Designs	Jewelry, necklace and earrings	\$56
Eureka Burger	T-shirt/\$25 certificate	\$25
Fresh and Easy	snacks (\$60)	\$60
Folicking Frog	tasting for 6 ppl and 2 bottles wine	\$125
Hans Poschman	2 bottles beer	\$50
Hearst Castle	grand rooms pass for two (2)	\$90
Kathleen Choal/KSBY	2 VIP tix Ellen Show	No Value
Koberl at Blue	\$100 gift certificate	\$100
Lance Parker	2 bottles wine	\$130
Lotus	Gift Certificate	\$25
Louisa's Place	\$25, 3 cups, pancake,waffle mix	\$34.95
Malinda Diaz - Park Lane Jewelry	Jewelry, necklace and earrings	\$230
Nancy Beighley	1 girls blouse from Hong Kong + coin purse	\$20
Natural Café/Cindy Sorenson	2 entrees	\$20
Open Air Flowers	Bouquet	
Patrick Holcomb	Wine	
Paso Almonds	3lbs sweet hots, 3lbs brittle	\$66
Picking Daisies	4 Cotton Napkins (\$32)	\$32
Pizza Solo	2 \$15 gift certificates	\$30
Pillow Pets	1 Panda Pillow Pet (\$25)	\$25
Rick London	Case of olive oil	\$180
SLO Vinters Association	2 Tickets to Barrel event	\$110
Sally Loo's	\$50 gift certificate	\$50

Saucilito Canyon	2 bottles of wine/tasting pass for 6/tote bag = \$90	\$90
Sextant Winery	Tasting for 2 & Gourmet deli box lunches for 2	\$60
Tolosa Winery	Tour and tasting 10 guests	\$150
Trader Joes	Gift Bag	\$25
Tobin James	\$25 gift certificate	\$25
Taylor Engen	Wine Bottle Candles	\$200
Vintage 1255	Tasting	\$35
Wade O'Hagan	DVD player	\$100
United Way	Golf stuff, sunglasses (\$400 value)	\$400

	Raffle	Auction
Total # of items	20	23
Total Sales (\$)	\$633.00	1,361.00

Appendix I Day of Event Timeline

Green = Times

Yellow = vendors

Purple = Music

Volunteers = Blue

Red = Important Reminders/Flavor of SLO group

Day of Event Timeline

8:30am

- Meet at United Way to debrief
- Pick up any last minute items

9:00am

- **Meet John at Jack House to open things**

10:00am Set Up

Volunteers (10-12 shift: Veronica Heiskell, Tyler Parthymer, Mary Andino, Hans Poschmans, KC Urbani, Eowyn Sinclair, Lily Aanurud, Curtis Aanurud, Morgan Via)

Welcome/Ticket Table

- Ticket sale spreadsheet/Will call lists
- Cash box
- Wine glasses
- Raffle tickets/raffle bucks
- Water/ice

Booth Organization

- Flags and signs for booth location
- Tarps

Silent Auction Tables

- Auction items/baskets
- Bidder Sheets
- Pens
- Clipboards/buckets

Banners

- United Way
- Mortgage House

10:30am

- Lisa goes and gets ice from the store at 10:30

10:45

Claiborne & Churchill, Sextant, Saucelito, Kelsey See Canyon

11:00

- Volunteer (Shift 11-1: Rachel Cementina, Julianna Cementina)
- Pick up bouquet from open air (Alyssa)

11:05

Tap It, SLO Brew, Firestone Winery, Edna Valley Vineyards

11:25

- Frolicking Frog, Firestone Walker, SLO Pasty Co, Luna Red

11:45

- Upper Crust, Petra, Lotus, Spikes, Tahoe Joes

12:00pm

- History of Painters and Dave Burns Band Arrive
- Volunteer (Shift 12-2: Leslie Brown, Mr. Brown, Bonnie Ernst, Caroline Ginsberg, Henry Ginsberg, Henry's girlfriend, Derek Sisting, Megan Holbrook, Jaime Gallo, Annie Gillespie, Hillary Mason)
- Volunteers (Shift 12-4: Brita Shallcross)

12:05

- MoTav, La Palappa, Sweet Earth Chocolates, Santasi

12:25

- Central Coast Brew (separate entrance)

12:30pm

12:45pm

- Give vendors ice
- Give vendors wrist bands, wine glasses, and water

1:00pm

- History of Painters starts playing

- **Guests Arrive!**

1:15pm

- Welcome guests, thank sponsors (Mortgage House, Krush, UGS)
- **Introduce History of Painters (Lisa will do the most talking but whole group up there)**
- Invite attendees to check out the silent auction and buy raffle tickets

1:30

- **Check if we need more ice**

2:00pm

- **Volunteers (Shift 2-3: Kathleen Choal)**
- **Volunteers (Shift 2-6: Clint weirick)**
- **Volunteers (Shift 2-4: Courtney Mellblom, Gerri Shoaff, Jenna Smith, Anouk Novy, Nancy Beighley, Sarah Pedersen, Nate Hennes, Zach Koenke, Mike Grimaud, Hilday Gal)**

2:15

- **Switch band**

2:30pm

- Check in with guests, mention sponsors, entice them to visit the silent auction, and introduce other Dave Burns **(Alli speaks)**
- **Dave Burns starts playing**

2:50pm

- **Auction will close in ten minutes (Lisa)**

3:00pm

- Close silent auction and invite guests to hear raffle winners **(Lisa Speaks/Alli)**
- Make sure security guard is near silent auction items at this time
- Pull Bid sheets and post winners near registration table
- Winners pay at registration table and take paid receipt to auction table to pick up prizes from Flavor of SLO members

3:15pm

- Post silent auction winner **(Alli and Lisa speak)**
- Thanks guests for coming, thank sponsors, and invite them to continue tasting, etc.

3:45pm

- **Lisa-thank sponsors one more time and tell them event will end at 4:00pm**

4:00pm

- Start Clean up
- **Volunteer (Shift 4-6: Lindsay Donahue, Clint Weirick, Rachel Wheaties, Susie)**

5:30pm

- Wrap up /clean up

Appendix J
Sample Meeting Agenda with United Way



Agenda

February 24, 2012

I. Marketing:

- Website
 - trying to work with Nathan but not responsive
 - information we have not valid
 - flavor2012 (plan B: new website)
 - Charlene will send Nathan's info to their web guy
- Social Media, Raffle incentive
 - put on twitter the incentive (14 followers) 20 followers and then draw for free ticket
 - cal poly enewsletter (court sorting through that info and will send info)
 - Court working on the video this weekend
- Banner design
 - court and Alyssa working on this, due in April but have it in the next 2 weeks (check website for format) cityofslo website has specifics
- News Release
 - alyssa editing and re-formatting, out in the next week
- Previous Attendees
 - email blast will be going out

II. Coordinators:

- Music: History of Painters and Dave Burns committed
- Contact KRUSH 92.5 for PSA, interview with Lisa; Charlene to contact King Harris
- Media calendars: mid February once website is up
- Send news release to Mustang Daily, Cal Poly TV, Poly Report, parents eNewsletter (pending website access)
 - United Way has a media contact list

- Compiled list of Community and Campus groups for partnerships and presentations
- Compiled list of Silent Auction potential donors
 - march 4th board members will be bringing donations
 - put auction letter invite/auction list on dropbox

III. Vendors:

- Wine and Beer Vendors
 - Kelsey C Canyon, Central Coast Brewing, Sextant Wines all confirmed
 - Email working better than mail for contacting
 - Morro Bay wine Sellars-following us on fbook
 - Morvino and Kinsey are both willing to donate but can't come
- Restaurant Vendors
 - Eureka Burger gave \$25 and t-shirt
 - Petite Soilee going to give wine variety pack
 - Luna Red and Popolo all set
 - Contacted with Kreuzberg
 - Splash and Shalamar are a tentative yes
 - SLO Pasty Co. going to get back to us
 - upper crust wants to come but tentative
 - have these vendors wrapped in the next three weeks
 - email Alyssa the lists of confirmed for website, fbook, twitter
- ABC Permit
 - can't sell wine on the premises
 - Warden building get the ABC permit

IV. Items to Discuss

- Volunteer Training/Communication
- 10-Noon: Set up registration tables, wristbands, wine glasses, help vendors, unload, help band, help set up auction
 - under 21 can help 10-12 and 4-6
- Noon-2: Raffle tickets, check on vendors, trouble shoot
- 2-4: Raffle tickets, assist vendors at booth, help check out auction...
- 4-6: Clean Up
 - everyone that is coming to volunteer gets a free ticket
 - explanation of role for volunteers, prepare them for the day of

V. Items to discuss

- In-Kind donation Forms
- Permits
- Draft of Budget
 - Budget put on dropbox

- Next Meeting
 - March 9th (Dead week 12:30)
 - March 16th (Finals Week 12:30)

Summary of Friday meeting 2.24.2012

Action Steps

Marketing:

- Charlene sending information to their tech guy regarding the website
- Hopefully we will get a hold of Nathan
- Maybe consider a plan b for the website (new domain name)
- Raffle incentive after we get 20 followers on twitter draw for free ticket
- cal poly enewsletter (court sorting through that info and will send info)
- Court working on the video this weekend
- Banner design (court and Alyssa working on this, due in April but have it in the next 2 weeks News)
- Alyssa editing and re-formatting, out in the next week
- Previous Attendees(email blast will be going out)

Coordinators:

- Contact KRUSH 92.5 for PSA, interview with Lisa; Charlene to contact King Harris
- Media calendars: start posting (Alli)
- Send news release to Mustang Daily, Cal Poly TV, Poly Report, parents eNewsletter (pending website access)-collaborate with Courtney
 - United Way has a media contact list
- Prepare for presentations with groups and clubs
- Seek out and contact potential Silent Auction donors
 - march 4th board members will be bringing donations
 - put auction letter invite/auction list on dropbox
- Create an explanation/criteria for volunteers for the day of the event

Vendors:

- Keep checking in with vendors and hopefully getting commitments nailed down in the next three weeks
- Get the ABC permit
- Make sure to like businesses on fbook after they commit or donate
- Send list of committed vendors to Alyssa so she can tweet and post about them thanking them

Our next meeting dates:

- March 9th (Dead week 12:30)/March 16th (Finals Week 12:30)

Appendix K
Sample Group Meeting Agenda



March 14, 2012
Group Meeting

I. Vendors – Who has confirmed

- a. Tap It, SLO Brew
- b. Firestone Walker? Called and waiting to hear
- c. Auction items – In Kind Donation Form

II. Marketing

- a. Team effort – stay connected on social media
- b. We as a team need to be aware of what is on fbook, twitter, ect so that it very effective
- c. Press Release – sent out (Dave’s name needs to be changed)
- d. Get music from History of Painters for video (Lisa → Court)

III. Coordinator

- a. We need to be better about meeting all consistently
- b. Doodle, 2 hr meeting slot next quarter
- c. Make sure to keep communicating over spring break
- d. Check drop box consistently and gmail
- e. We need to keep a level of professionalism
- f. Reach out to contacts in the community and adult based
- g. Budget – be familiar
- h. Soap Box – April 26th at 8:00am/ United Way Board meeting (we all need to be there)
- i. Auction List:
 - Pizza Solo: gift certificates
 - Eureka Burger: t-shirt and gift certificate
 - Cerro Caliente:

Things to do:

1. Check action steps, make sure you are on track
2. Fill out doodle calendar
3. Stay connected and communicate with everyone
4. Update social media
5. Consistently check gmail, dropbox